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TALES CALCULATED TO DRIVE YOU



No. 17
NOV.



10c

MAD

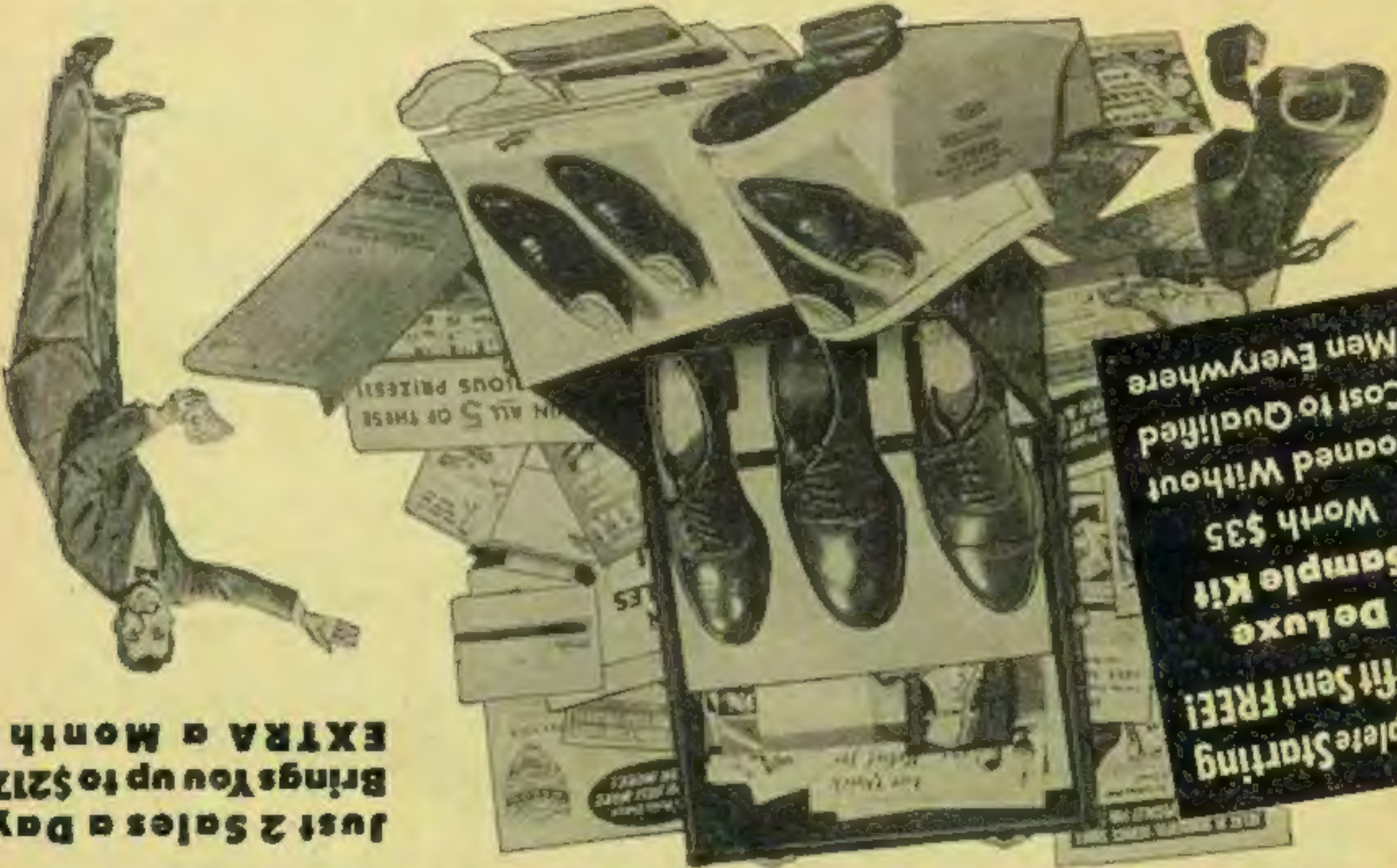
ATTENTION!

**This issue is
going to change
your whole view-
point of MAD...**

**This issue will change your whole viewpoint
mainly because the insides are upside-down. Turn
insides downside-up, the cover turns upside-down.
What fun, gang! People see you reading with
cover upside-down and think you're crazy!**

Send for my **FREE** Outfit and start a **Quick-Cash** spare time Shoe Business!

Just 2 Sales a Day
Brings You up to \$217
EXTRA a Month!



We Show You How To Do It!

Now, without spending one cent, you can start a spare-time Shoe Business that brings in exciting cash profits every month! My powerful Selling Outfit makes it **easy**. Just take 2 orders a day for our fine, Nationally-Advertised shoes and you earn up to **\$217.50 extra** a month! You also get chances to win valuable free prizes.

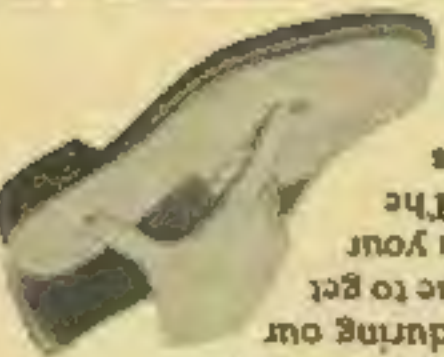
EVERYBODY Wears Shoes!

Here's the perfect business, because **EVERYONE** you know can be a customer! Just show friends, relatives, neighbors, people where you work, how Mason Velvet-ecz Air Cushion shoes let them "Walk on Air". That's **REAL** comfort!

As the Mason Shoe Counselor you give people the **EXACT** style, size and width they order because you draw on our giant stock of 200,000 pairs in sizes 3 1/2 to 15, widths AAAA to EEEE. Customers choose from over 160 different styles—dress, sport and work styles for men and women, including air-cooled Nylon Mesh shoes, also work shoes with special built-in comfort and safety features. You'll be **EXCITED** the way people stuff steady cash profits in your pocket for extra-comfortable Mason shoes!

MASON SHOE MFG. CO.
DEPT. MA-360, CHIPPEWA FALLS, WIS.

Mason Shoes Can Be Bought Only From You!
Because we do not sell Mason Velvet-ecz shoes in stores, people must buy these TV-advertised shoes with the famed Good Housekeeping Seal **ONLY FROM YOU**... and **keep** buying from you! ★ Right now, during our Golden Anniversary year, is the perfect time to get started. Just mail the coupon and I'll rush you money-making **FREE** Starting Outfit. The Professional Sample Outfit pictured above is sent to qualified men without a penny's cost! Send **today** and start earning exciting cash profits **RIGHT AWAY!**



RUSH FOR FREE OUTFIT!

MR. MASON
MASON SHOE MFG. CO., Dept. MA-360
Chippewa Falls, Wisconsin
Please rush my 50th Anniversary **FREE** Selling Outfit so I can start making up to \$217 EXTRA a month and more **RIGHT AWAY!**

NAME _____
ADDRESS _____
TOWN _____ STATE _____

51 Box of 21 New Christmas Cards

Yours FREE!

75⁰⁰ OR MORE Showing These Cards in Your Spare Time!

I'll Give You This Feature Assortment of 21 New, Lovely Christmas Cards Free To Prove How Easily You Can Earn

Amazing Get-Acquainted Offer for MEN! WOMEN! BOYS! GIRLS!

Imagine! This big box of 21 beautiful new Christmas Cards is yours without one penny's cost to you. You won't be asked to return the cards or pay for them, now or ever. We're making this amazing offer to show you how easily you can make as much as \$75.00 and more with our exciting new Christmas Cards!

ANYONE CAN MAKE MONEY THIS EASY WAY!

Whether you're 8 or 80... a student, housewife or have a full-time job... you can make big money in your spare time! You don't need any experience. We'll supply you with a big outfit of actual samples ON APPROVAL. Just show these samples to people you know. Our big values sell on sight—and you keep up to half of each dollar as your big cash profit. You can quickly make \$75.00 selling only 150 boxes. With our big line of Christmas and All-Occasion Assortments, Name-Imprinted Christmas Cards, Stationery and other fast-sellers, you make still more money!

OFFER LIMITED... ACT NOW!

Send no money. Just mail coupon for sample outfit ON APPROVAL and Feature Assortment FREE. You must be satisfied that you can make money this easy way, or you may return the samples only. THE \$1.00 FEATURE ASSORTMENT IS YOURS TO KEEP, FREE, WHETHER YOU RETURN THE SAMPLE OUTFIT OR NOT! This offer is limited, one to a family, and may never be repeated.

STUART GREETINGS, Dept. FB-117
4436 N. CLARK ST. CHICAGO 40, ILL.
I am interested in making money with your outfit of sample assortments. Rush it ON APPROVAL. Include \$1 Feature Christmas Assortment FREE, per your offer.

Name _____
Address _____
City & Zone _____
State _____
If for fund-raising, give organization's name below

STUART GREETINGS, INC.
4436 N. CLARK ST., Dept. FB-117, Chicago 40, Ill.

FREE BOX COUPON

Mail coupon for money-making sample outfit ON APPROVAL. Get Feature Assortment as a FREE gift for trying out plan.

Mail Now!

SEE WHAT OTHERS DO!
"I make \$30 to \$40 a week, in my spare time. It's easy. Your cards sell them- selves!"
K.B.T., New Mexico
"Customers can't resist these cards. Showing them is a nice way for any student to earn extra money!"
M. A., Wisconsin



B. J. Stuart, President
Stuart Greetings

Routine #11...Jampon effect...
 type violence, like for instance(a) the exaggerated sound-effect...
Wham!
FLOOM
AK AK
BANG?
BUP
SQUIRT
BOF

(b)...the knock on the head that drives the victim into the ground like a stake!
BOK

(c)...the knives and other foreign objects sticking out all over body...very similar to routine #3!
LAST AID

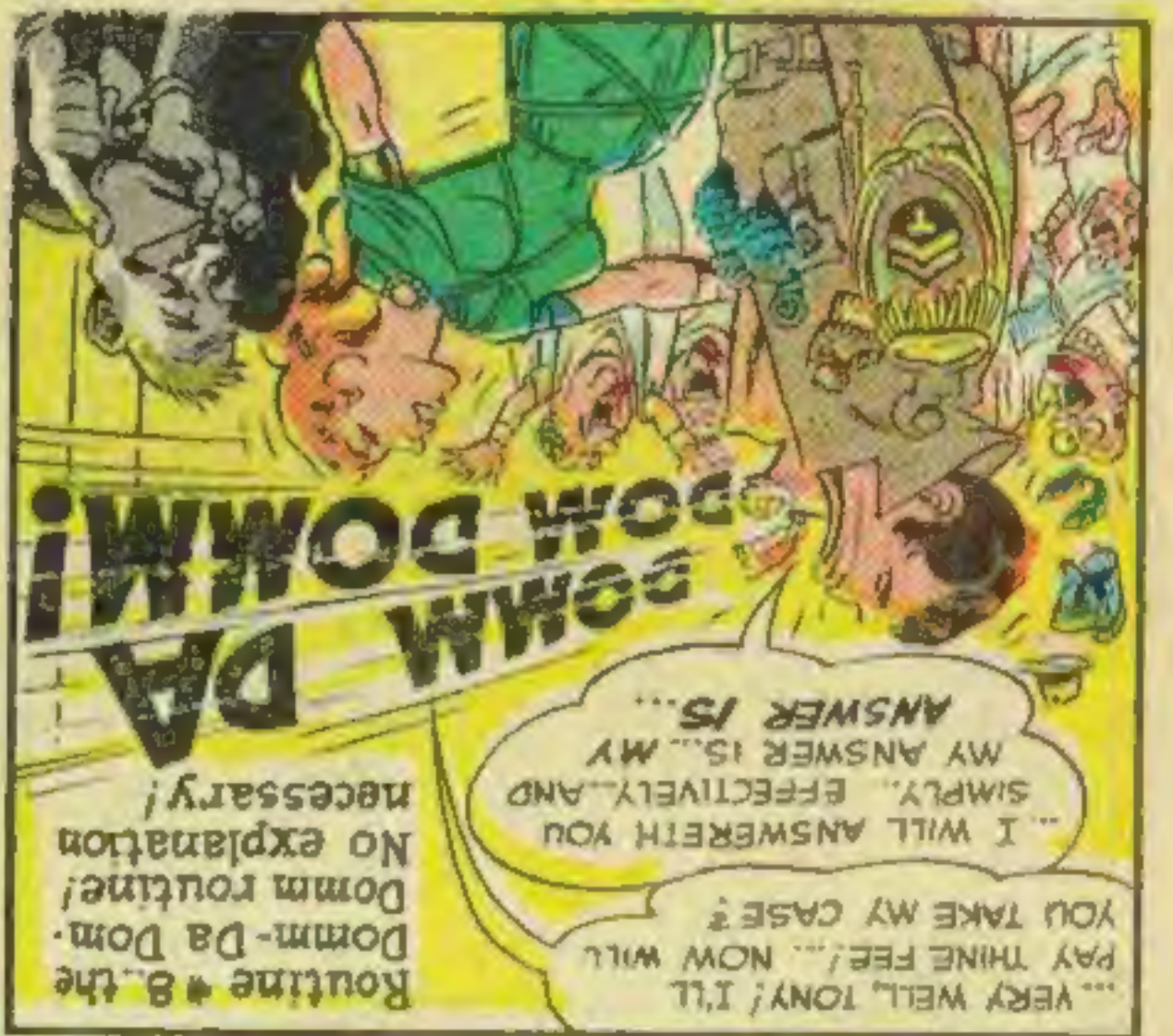
(d)...the band-aid! Puzzling though it may be...no jampon out the band-aid!
Band-aid!

(e)...the last example of this nauseating, busted-crotch type humor is to show an atom-bomb explosion! However, this routine we feel, is giving way to the even more hilarious picture of the Hydrogen bomb!

HUZAH! THE ARMY OF DON'T BE RIDICULOUS! BRUTUS IS BEATEN! LET US CAPTURE HIM BEFORE HE THROWS HIMSELF ON HIS SWORD! USETH A NICE EFFICIENT PISTOL?

SURRENDER, BRUTUS, AND LET ME WARN THOU... ANYTHING THOU SAY WILL BE HELD AGAINST THOU! NO! BETTER THAN ANY OF HE'S... NO! BETTER THAN ANY OF HE'S...

HE'S READING A COPY OF MAD! ROUTINE #12...this, of course...to show how marvelous your comic book is, you put pictures of people day, laughing reading your screamingly funny magazine!



ROUTINE #5... BOP
talk! Very popular
in lampoons... es-
pecially words like
crazy and dig!
MARK
ANTONY!

...I COME TO BURY CAESAR...
CAUSE WHEN I DIG THAT
CRAZY CAESAR, I'M STONED
EVEN IF I'M DIGGING HIM
THAT CAESAR WAS THE
MOST AND THE
OUTEST...

UH OH!
CAESAR
HAST
BEEN
MUR-
DERED!
GOING TO
GOETH
INTO HIS
SOLLO-
QUY!
AND UH-
OH! UH-
MARK
OH! MARK
ANTONY...
PRIVATE
EYE... IS
GOING TO
SOLLO-
QUY!
I GOTTA
COPY DOWN
THIS SOLLO-
QUY AND
LEARNETH BY
HEART FOR
SCHOOL!
SH-SH!
HERE GOSETH
SOLLOQUY!

...FRIENDS,
ROMANS,
COUNTRY-
MEN, LEND
ME YOUR
EARS...
SH-SH!
DON'T
WHAT
A
SOLLO-
QUY
DURING
THIS SOLLO
QUY!
SH-SH!
I GOTTA
COPY DOWN
THIS SOLLO-
QUY AND
LEARNETH BY
HEART FOR
SCHOOL!
SH-SH!
HERE GOSETH
SOLLOQUY!

...OR MARION BRAN-
FLAKES!
MURDER!

...OR SHERMLOCK
SHOMES...
L E
MENTARY!

...OR MARLIN WALKING-
KANE...
Potrzebie

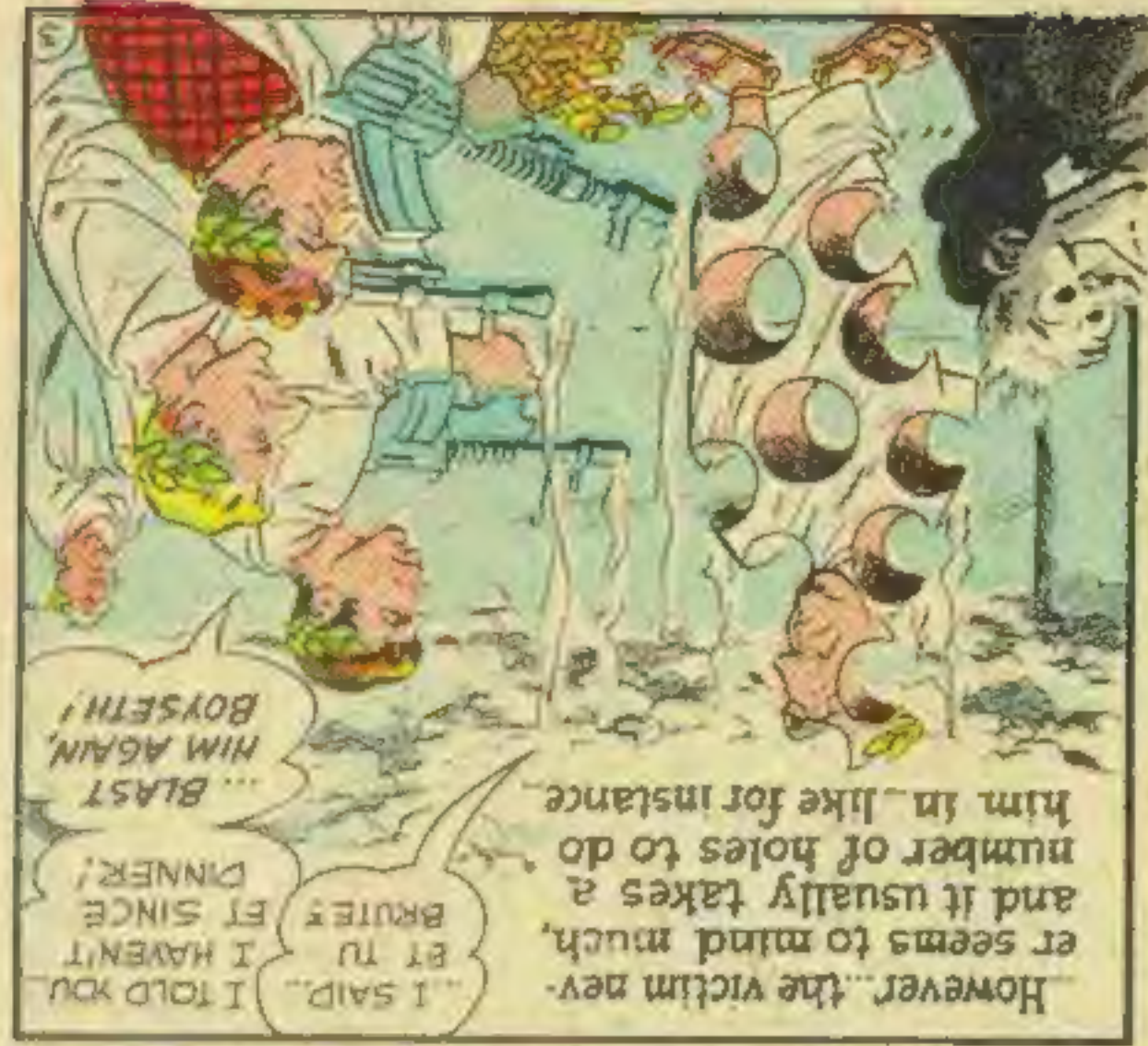
ROUTINE #4... detectives!
Lampoon detectives fall
into a limited number
of categories!... You
might have Trick Dacy...
GOODNESS
GRACIOUS!

O MIGHTY CAESAR! POST THOU LIE SO LOW?
ARE ALL THY CONQUESTS, GLORIES, TRIUMPHS,
SPOILS, SHRUNK TO THIS LITTLE MEASURE?
...BUT MAINLY...
DOES IT HURTEH?
...ONLY
WHEN I
LAUGHETH!
THE APRIAN
WAY IS THE
RIGHT WAY

...ET TU
BRUTE?
...THAT MEANS
YOU TOO,
BRUTUS?
...THEN
FALL,
CAESAR!
LET'S
SCRAMETH!
...CHICKEE! LOOK-
ETH WHO COMES!
IT'S MARK ANTONY,
PRIVATE EYE!
VITAL SPOT!
WE THINKS
THAT LAST
SHOT HITTEH
THAT LAST
VITAL SPOT!
LET'S
SCRAMETH!



...Routine #3... gruesome but very popular! This is where the bullet's knock huge, round, clean cut holes in the victim, through which you can see daylight...



However... the victim never seems to mind much, and it usually takes a number of holes to do him in - like for instance



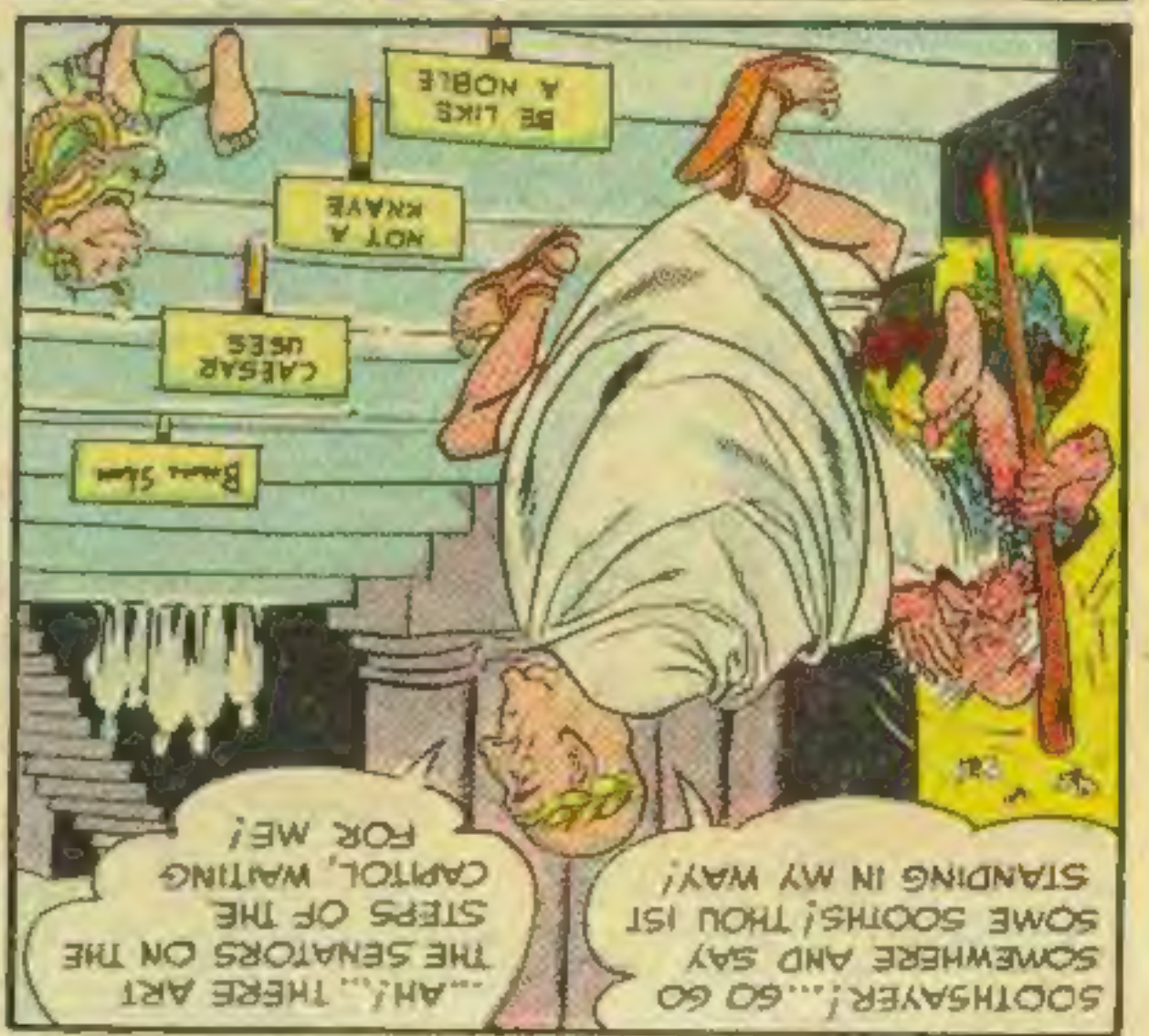
ROUTINE #2! In this routine, although the story takes place thousands of years ago, modern things are mixed in, thus you have zoot togas - 38 cal. swords.



OK, BOYS! CAESAR'S BEEN GETTING TOO MUCH POWER! NEXT THING YOU KNOW, HE'LL BE AFTER A FOURTH TERM!



BLASTETH HIM! RIGHT... AND HELL TRACK BETTING AT THE COLISEUM!



SOOTHSAYER!... GO GO SOMEWHERE AND SAY SOME SOOTHS! THOU IS! STANDING IN MY WAY!

...AH!... THERE ART THE SENATORS ON THE STEPS OF THE CAPITOL, WAITING FOR ME!

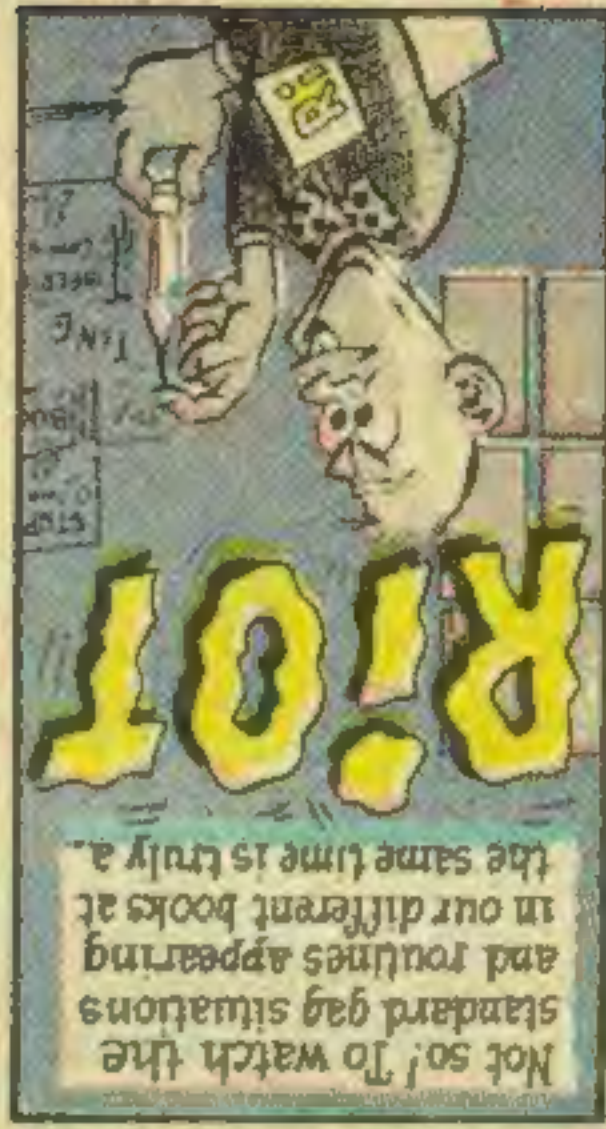


...GEORGE?

AND GEORGE! DECIUS, E PLURIBUS UNUM TREBONIUS, LIGARIUS, SENATORS (DEM.) AND BRUTUS CASSIUS, COLLEAGUE, SENATOR OK, SENATORS CASSIUS, TREBONIUS, LIGARIUS, DE... AH NUTS! I CAN'T PRONOUNCE TH-THINE NAMES! GET THINE WEAPONS READY, BOYS!



And what the lampoon
comics have not lampooned
are the lampoon comics!
Ha! You think I clutch this
wretched idea from sheer...



Not so! To watch the
standard gag situations
and routines appearing
in our different books at
the same time is truly a...



With the following story
we propose to take our
brush and our ink... we
propose to enter our own
back yard and run...



So as we adjust our neck
on the chopping block,
our final word is... there
is nothing at which
we're not willing to take a...



Now, lampoon material
is very limited, and
when lampoon writers
cannot get any more of
this material, they will...



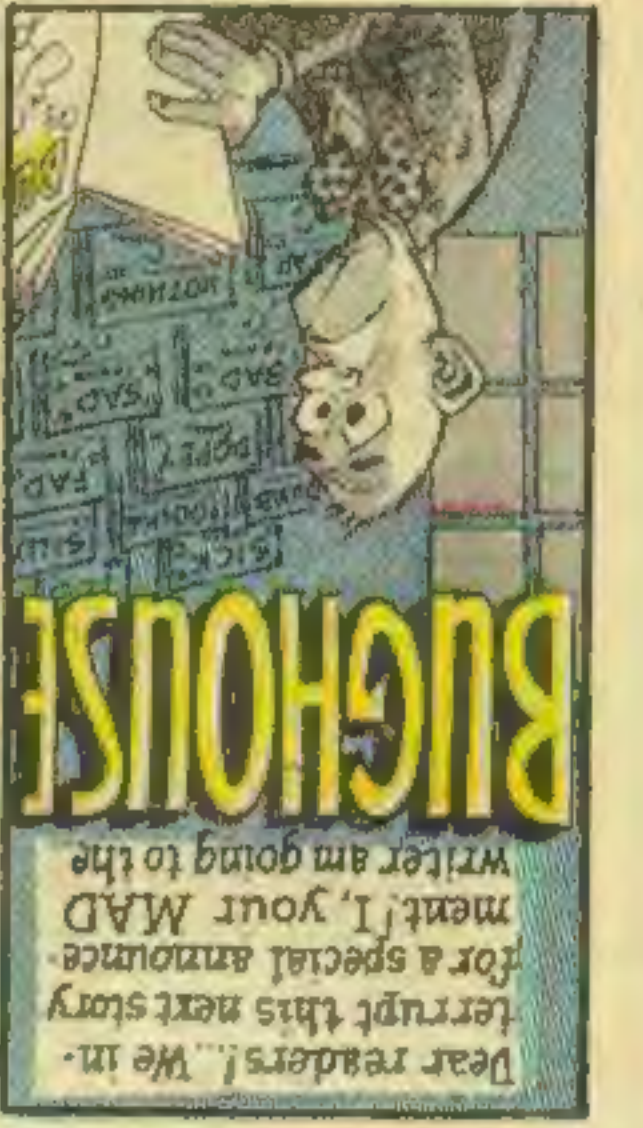
And so, I, your MAD
writer hereby an-
nounce that there is
no more material left
and that's why I'm gang...



Here I am, with no more
material to finish this
book! However, there's
one idea left that might
save me from the...



One idea that hasn't
been attacked by the
lampoon comics, although
lord knows they've done
everything from soup to...



Dear readers!... We in-
terrupt this next story
for a special announce-
ment! I, your MAD
writer am going to the...



Today, there are so
many lampoon type
comic books on the
newsstands, the com-
petition is driving me...



But competition is
the American way and
although we are inclined
to shrug off our com-
petitors with a mere...



...the fact is, twelve
comic books during
the calendar month
grind thirty-two lam-
poon stories at a...

AND NOW... VOTE FOR YOUR CANDIDATE FOR MISS POTGOLD OF 1955!

☐ PHILODENDRON POTGOLD

☐ MISS FLUNTNEY BLENT
☐ MISS FLINTNEY BENT

☐ MISS BONTNEY FLONT
☐ GEORGE
☐ MISS FLOUTNEY BOONT
☐ MISS WOONTNEY GOONT
☐ MISS POONTNEY SPADAFONT
☐ HEAP

☐ MISS BEDNEY FLUNT
☐ MISS FLUDNEY BENT
☐ MISS FLENTNEY BUNT
☐ MISS BLENTNEY FUNT

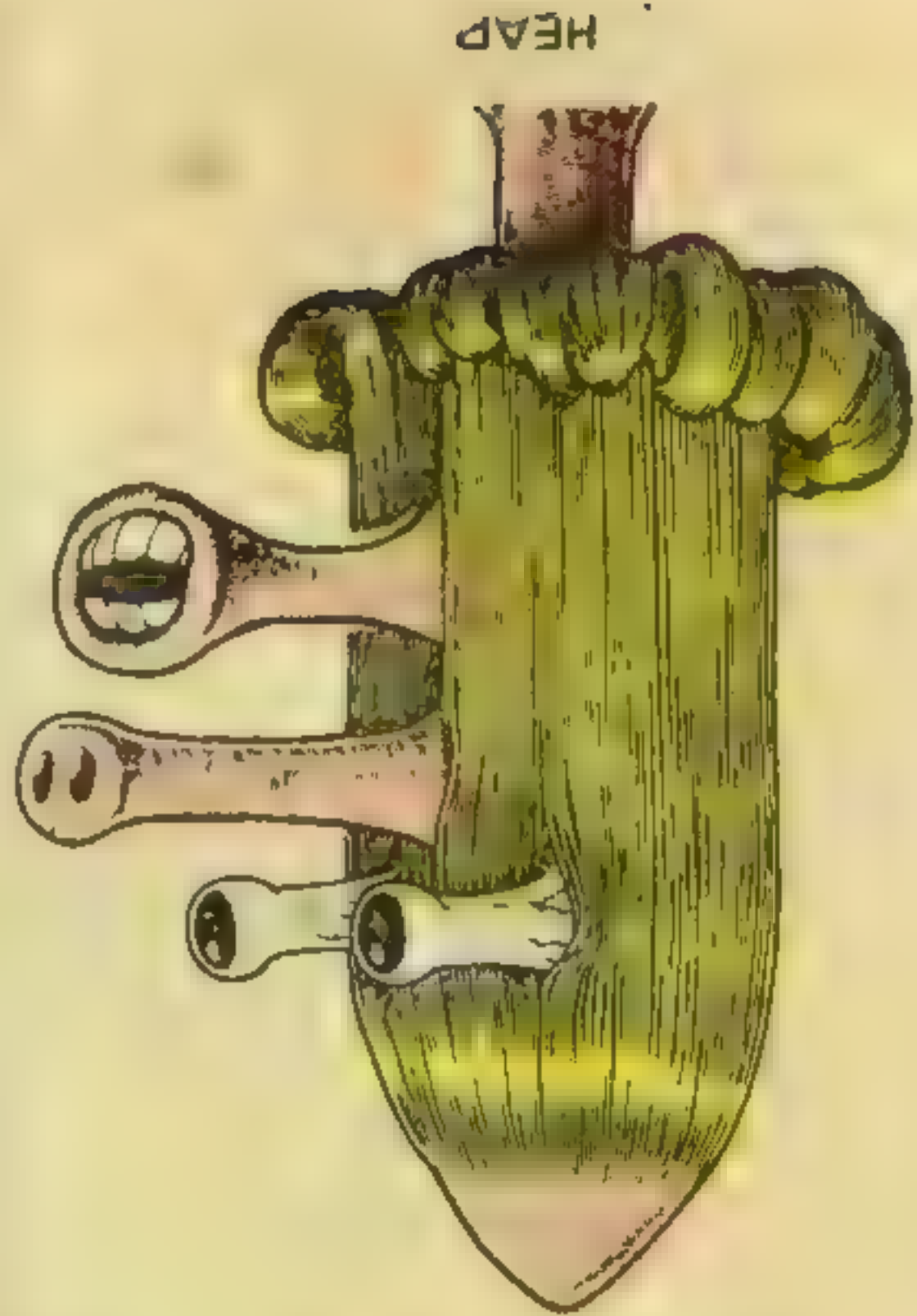
TO CASTE YOUR VOTE, MERELY CHECK ONE OF THE NAMES ABOVE, LIKE FOR EXAMPLE, IF YOU THINK PHILODENDRON POTGOLD, GORGEOUS NICE OF MR. MELVIN POTGOLD SHOULD BE Elected, PLACE A CHECK IN THE SQUARE NEXT TO HER NAME, IF YOU THINK ANY OTHER GRL SHOULD BE Elected SO AHEAD, PLACE A CHECK NEXT TO THE NAME OF THAT SQUARE, THEN CUT OUT THE BALLOT ABOVE AND SEND IT IN TO US, ALONG WITH THE BUNG FROM A KEG OF POTGOLD BEER, YOUR VOTE WILL DETERMINE WHO WILL BE MISS POTGOLD OF 1955!... AND REMEMBER, LIKE HESTER SHVESTER, MISS POTGOLD OF 1954 SAYS...

"My beer is Potgold -
-3/4 Dry beer!"
SAYS HESTER SHVESTER
MISS POTGOLD 1954

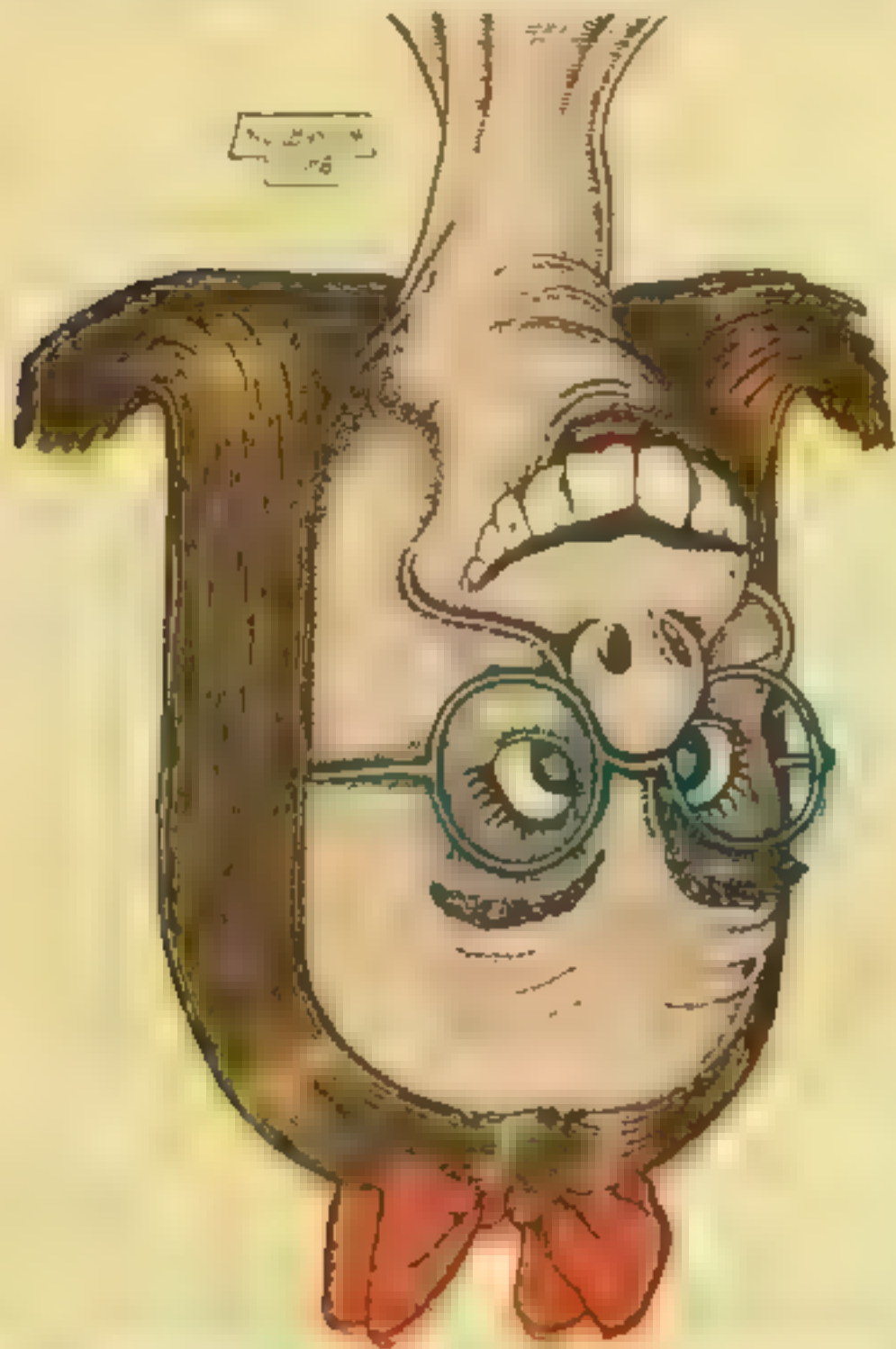


Beer as beer should feel
Let's face it, folks, refreshing... never filling... beer as beer should taste. **foeey!** Taste shmasse! We of Potgold make no bones about it... Potgold makes you drunk! So get Potgold! Get Potgold... extra dry beer and extra extra dry beer!



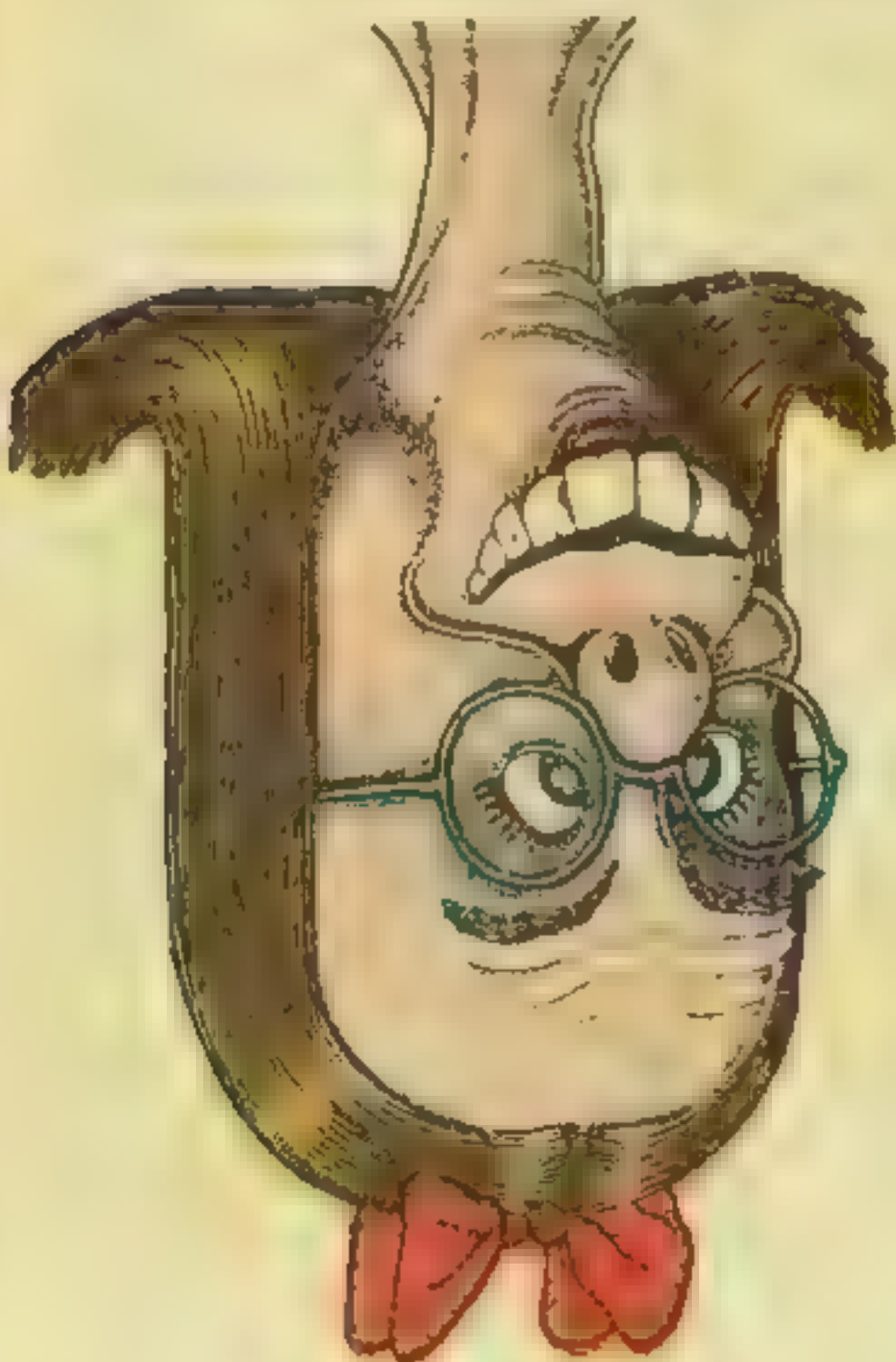


MISS POONTNEY SPADAFRONT



MISS PHILODENDRON POTGOLD

MISS PHILODENDRON POTGOLD
(...WHO JUST HAPPENS TO BE GORGEOUS NIECE
OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER)



MISS PHILODENDRON POTGOLD
(...WHO JUST HAPPENS TO BE GORGEOUS NIECE
OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER)
5

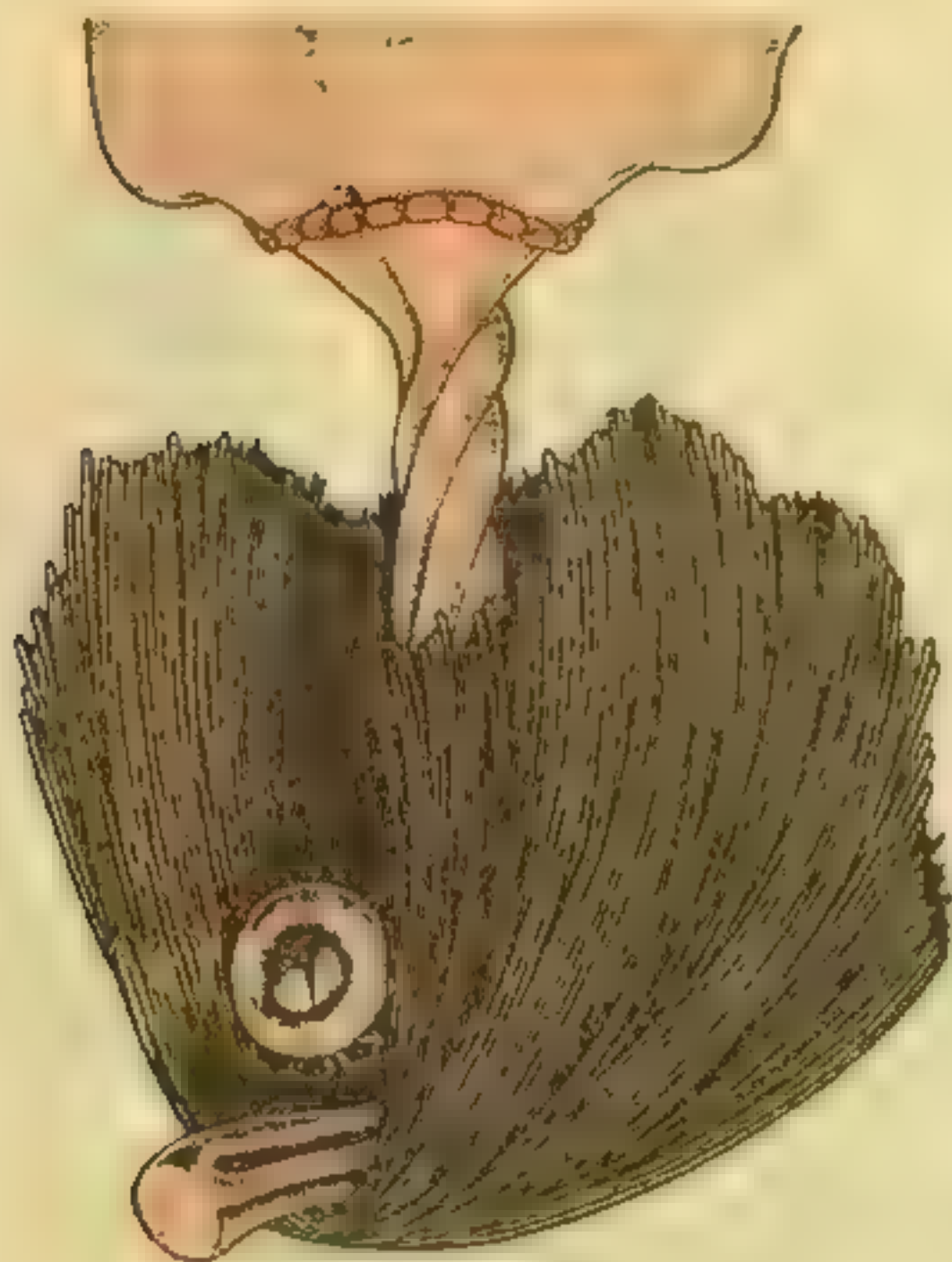
MISS FLOUNTNEY BOONT



GEORGE

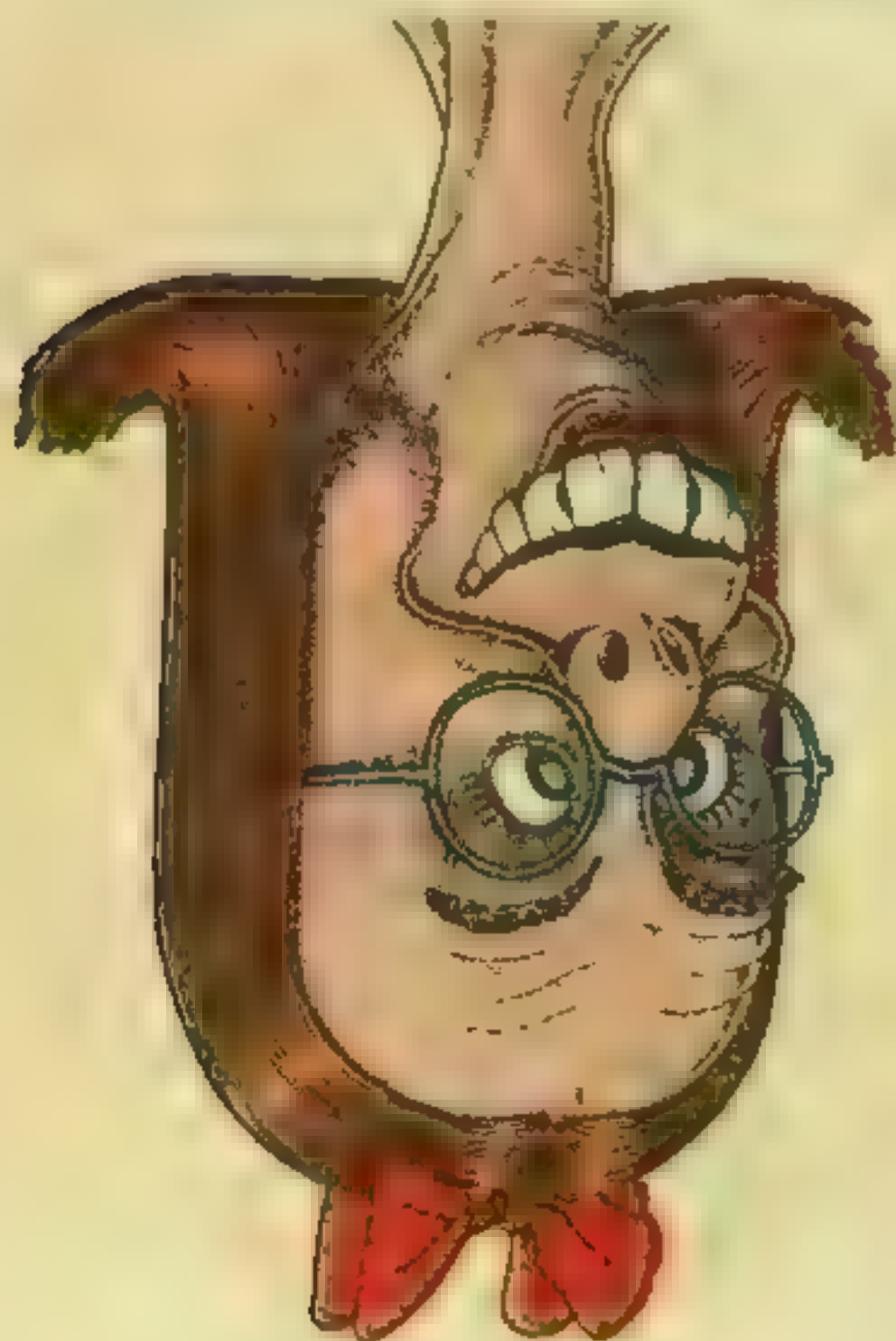


MISS WOONTNEY GOONT



MISS PHILODENDRON POTGOLD

(...WHO JUST HAPPENS TO BE GORGEOUS NIECE
OF MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER)



MISS FLINTNEY BONT



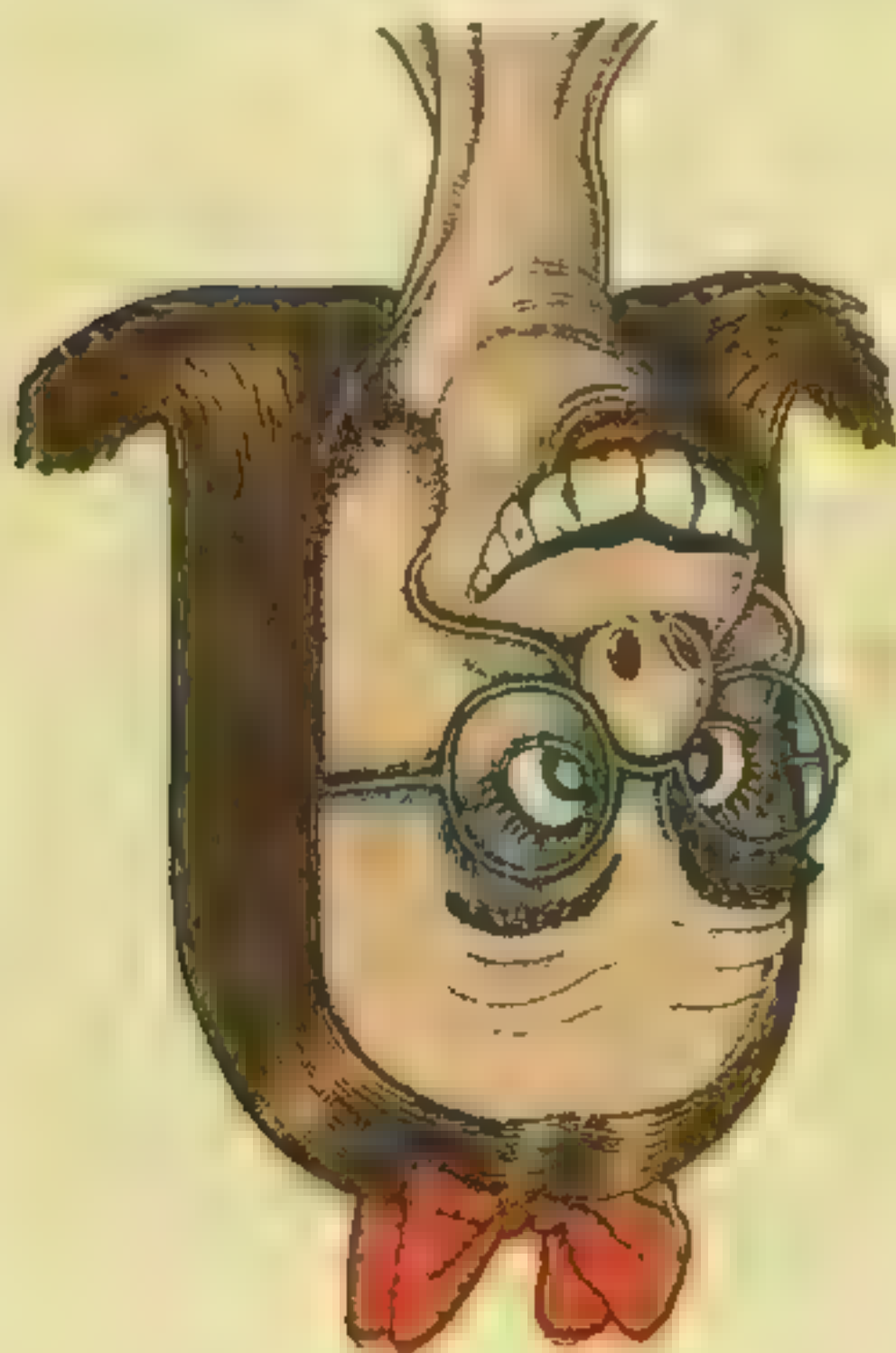
MISS FLUNTNEY BLENT



MISS BONTNEY FLONT



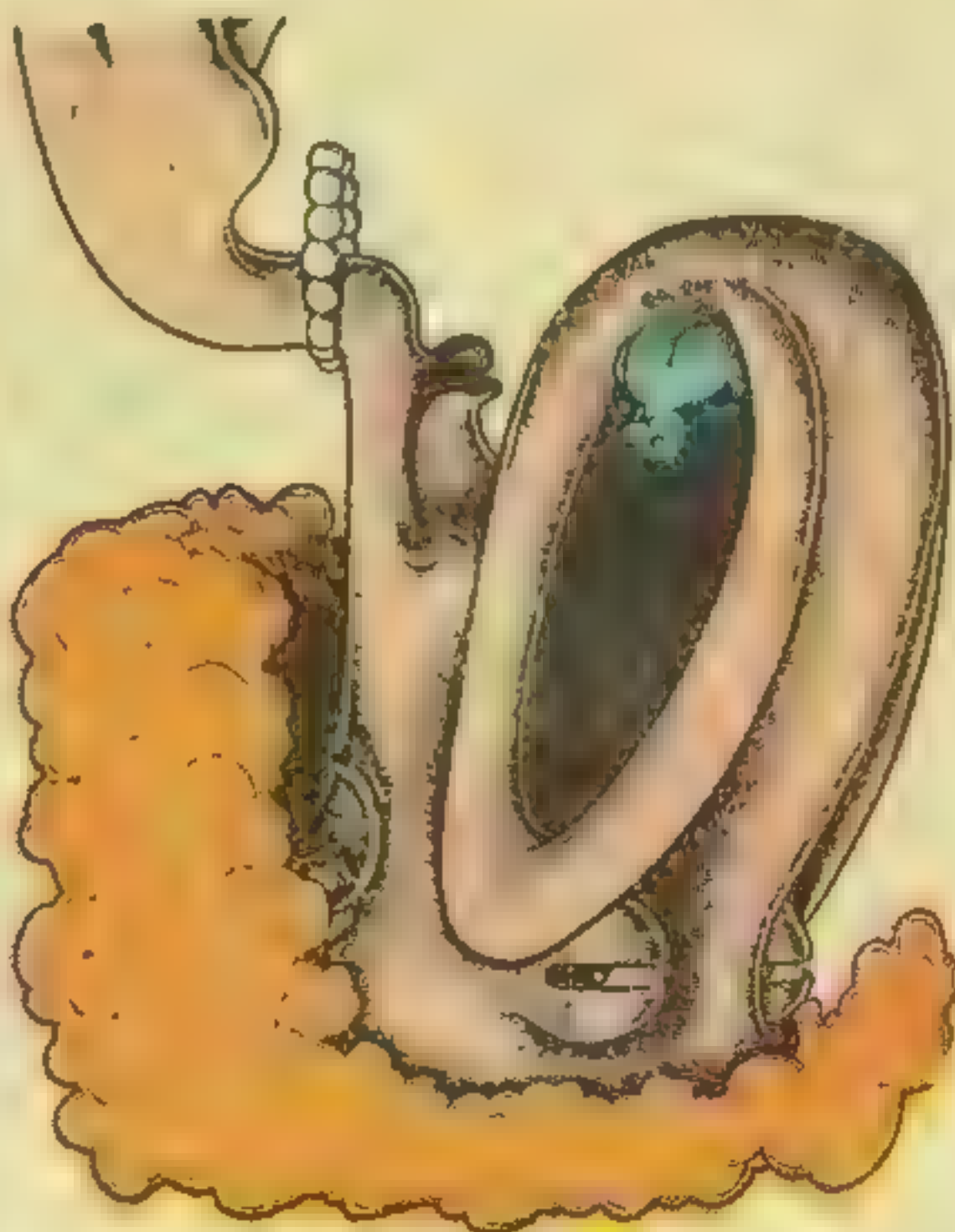
MISS PHILODENDRON POTGOLD
...WHO JUST HAPPENS TO BE GORGEOUS NIECE OF
MR. MELVIN POTGOLD, OWNER OF POTGOLD BEER



MISS FLENTNEY BUNT



MISS BEDNEY FLUNT



MISS BLENTNEY FUNT



MISS FLUDNEY BENT



ADVERTISING DEPT. THERE IS A FAMOUS BEER IN THE EAST THAT RUNS INTERESTING TYPE ADS IN THE NEWS-PAPERS. INTERESTING 'CAUSE THEY TELL HOW THE BEER IS DRY IS NEVER FILLING. IS BEER AS BEER SHOULD TASTE. BUT MAINLY, IS PICTURE OF GOOD-LOOKING DOLL IN MIDDLE LOOKING SOMETHING LIKE THIS...

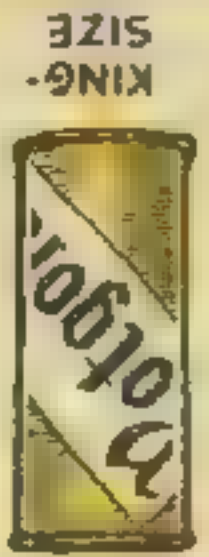
MEET *Miss* POTGOLD

"My beer is
Potgold
-the Dry beer!"
Says HESTER SHVESTER
MISS POTGOLD 1954



Beer as beer should taste!

Yes Potgold beer is refreshing - never filling. Potgold's extra dry ness lets you taste the clean clear beer flavor. Potgold beer is beer as beer should taste! Yes sir, we guarantee Potgold tastes just like beer!



BUT HERE COMES THE MAIN PART OF THE ADVERTISING. NO SEE THIS HERE GIRL. SHE WAS POTGOLD OF 1954. COMES 1955, THEN WHAT? HAN. SAY OLD MELVIN POTGOLD, OWNER OF POTGOLD BEER HAS A CONTEST RUNNING WHERE YOU, THE POTGOLD BEER DRINKER CAN CHOOSE MISS POTGOLD OF 1955! AND SO ON THE NEXT 4 PAGES, WE PRESENT CANDIDATES FOR MISS POTGOLD OF 1955!

MAD MUMBLINGS

your front cover? Don't get me wrong. It's not the picture that I'm mad about but what the picture stands for. But I guess you guys have not the brains to figure that out.—Frank Smith—(no address)

MAD'S No. 14 cover is the famous Mona Lisa by Leonardo Da Vinci and has no connection with any religious figure whatever.—ed

Mr. Harriet K. Vandenberg of New Haven, Conn. (Mad Mumbblings, MAD No. 14) is right, she must have been on a steady diet of MAD for over 40 years. If you want my opinion, which I am sure you don't, I think that MAD is the height of intellectualism.—Gilbert O'Connell—Blairtown, N. J.

In reading issue No. 14, I read, as I always do, the Mad Mumbblings section. I have not had the good fortune of being a MAD fan for very long, (about six months), but I bristled when I read Mrs. Vandenberg's letter. I have, from the onset, been a firm believer that all of the humor in MAD can be appreciated by the very young reader, but I also believe that there isn't, and there never has been anything in MAD that could be in any way considered a detriment. I myself am a comic-book hater, but MAD is more than a comic-book. MAD is a publication that makes its readers stay on their toes to get all the humor. But back to Mrs. Vandenberg. Madam, you must think your son is a weak-willed moron, or a blithering idiot if you think he and others like him will be led to a life of crime by this magazine. I believe you will find that the age-group that reads MAD is considerably older than that for any comic-book. In closing, I would like to say that this is one adult reader who is not an idiot. Phillip Loch—Taylorsville, Ill.

0 ISDOW KHYAG MOKLOPIL KOLN SOTW AQAY. (011 1514)-00000 IPI.—(Keith Nuri)—Midland, Tex

MADISM WPMAY AND SLOWD ABLDQ# 01 SOTW AQAY. 1A#MIGOL # KQ #11 #0502 LND KHYAG LK015 IM I PLO - 501500 IXAGD.—(Ginger Adler)—Los Angeles, Cal

104R OLIN RNE 101 DOXNDA ILSDY #MIOI 011 YOMI KOLN LND 011 #MIOY #KQI 01 W000W IS 00 LML WND K4P4L 15L NIOO 0155H #ILO0170 IS WOL #KOLY KOLX II PLO011 #K0101 # 014 YOM - MID 00K011.—(Sam Brownman)—Albert Lea, Minn

Remember! You can buy a 10c issue of MAD for 12 1/2c if you subscribe! \$1.00 for eight issues mailed in strong manila envelopes! Send subscriptions and mail to:
MAD Editors
Room 706, Dept. 17
225 Lafayette St
New York 12, N. Y.

Dear Editors,

To you our thanks. In our school there is an E.C. fan. He is a raving, ranting, rampaging, roving, slithering, slobbering, senseless maniac. He goes down the halls turning flips, holiering Hooonahahhh, and otherwise making an idiot of his crazy self. He goes to all extremes to get attention, even if it means climbing up on a desk and diving off on his pointed little head. But then once a month, in comes MAD, and for a whole day he is quiet as a bird while he sits around and drools over MAD. We want to thank you for a wonderful comic book that gives us a day of rest. Too bad you can't make MAD a daily—Blue Bearhard—Kirbyville, Tex

I just read MAD and I thought the auto-seat advertisement was good—Rocky Colasanti—Detroit, Mich

We of SPAMWF (Society for the Prevention of Abuse and Misuse of the Word "Furshluginer" in your stories. You have distorted the true meaning of this word by associating it with such terrible words as portezbie. Please don't!—Burt Moss, Pres. SPAMWF—Detroit, Mich

I have just read your smoking test and now I am the proud owner of no head. I have a joke: Hans and his parents are taking a walk. His Ma falls over a cliff. His Pa says, "Look Hans, no Ma"—(no name given)

Last week my best friend informed me that in his work he finds robs and gobs of issues of MAD. The next day I got a job with him, and now I am living happily ever after with a warehouse full of MAD mag 12000 Stan the Garbagecan—(no address)

We have been reading and enjoying MAD for quite some time now and we haven't found much wrong with it, but even so, we have one gripe. We really think that scape-goating and fun-poking at any Race, Religion, Color or Creed is unnecessary. MAD hasn't much of this, but we all agree that Chop Chop of The Black and Blue Hawks in MAD No. 5 was portrayed as a very bad picture of the Chinese people and was shown as inferior to the other characters in the strip. We aren't saying that this happened very often in MAD, but we're sorry that a good mag such as MAD has to let it happen at all.—Robert Glaberson—Brooklyn, N. Y.

We are sorry if readers Glaberson or anyone else in interpreted our story's purposes as such. Actually, we are and were very conscious of the evils of race prejudice even if it wasn't the aforementioned story.—ed

I used to think your comic-books were O.K., but now I think it's time you guys started to grow up. It was all right just throwing junk in your books and trying to sell them to kids who are low in mentality as you are, but since the new edition came out with the picture of the Madonnas on it with one of your screwed-up comic books in her hand, it is going a bit too far. Have guys gotten so hard-up and ignorant for those comic-books that you have to print a picture of her on

E.J. WENT TO SEA

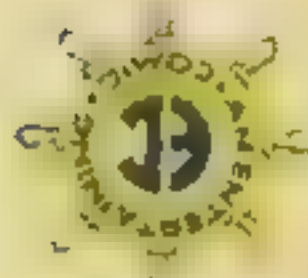
IN SEARCH OF ANOTHER NEW TREND...



AND WE CAME UP WITH..

SAGAS OF THE SEA, SHIPS, PIRATES AND...

PIRACY



NOW YOU SEARCH
FOR IT!

BUT IF YOU CAN'T FIND PIRACY
AT YOUR LOCAL NEWSSTAND, YOU
CAN SUBSCRIBE! JUST FILL OUT
THE COUPON AND MAIL, TOGETHER
WITH ONE HUNDRED PIECES OF
CENT (THAT'S ONE BUCK, LAND-
LUBBERS!), TO:

THE SEARCH EDITORS OF
PIRACY

ROOM 704

225 LAFAYETTE STREET

N.Y.C. 12, N.Y.

OKAY, BIGGE RATS, YOU SHANGHAIED ME!
I ENCLOSE \$1.00 FOR THE NEXT FIGHT ISSUES
OF PIRACY!

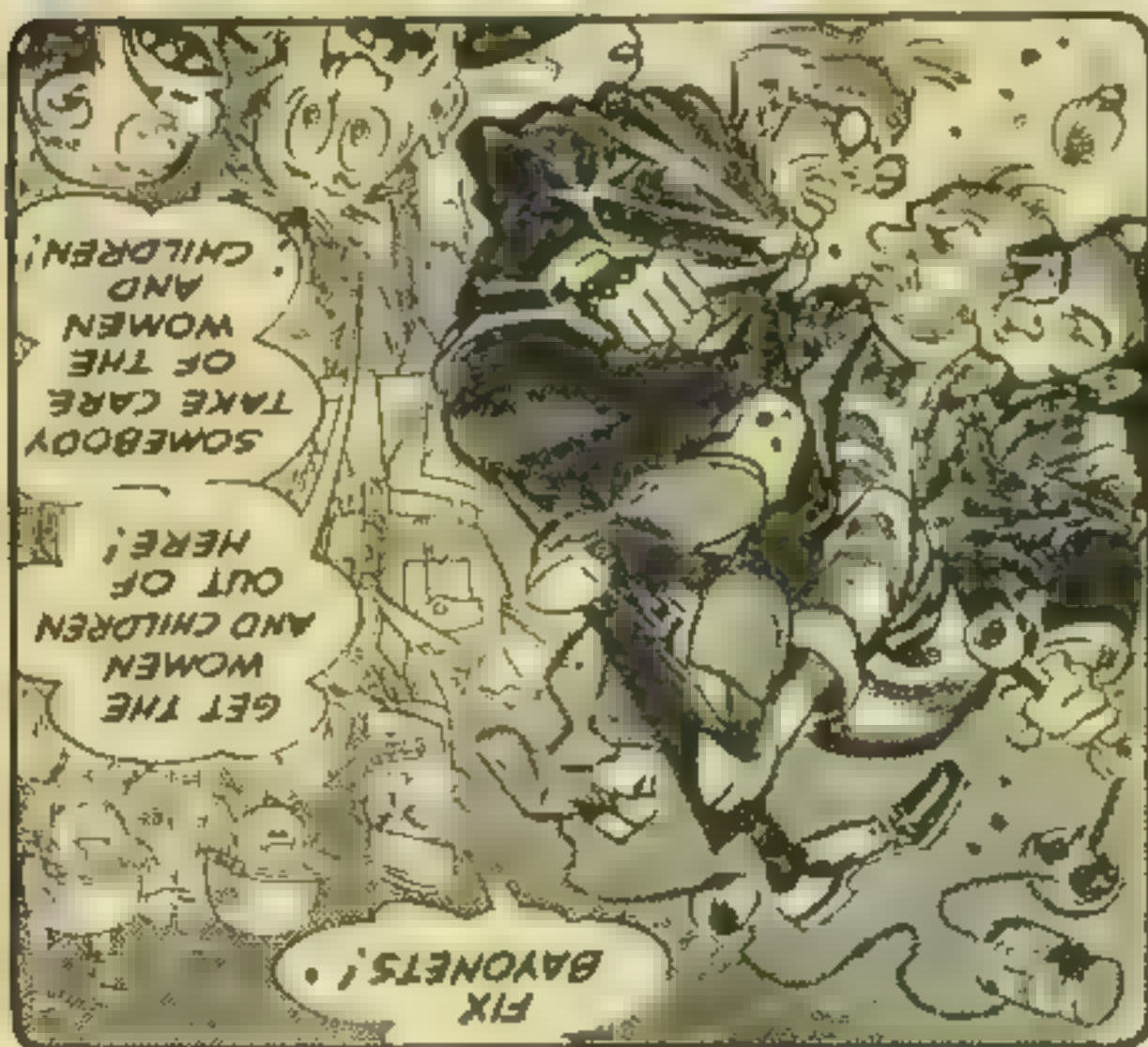
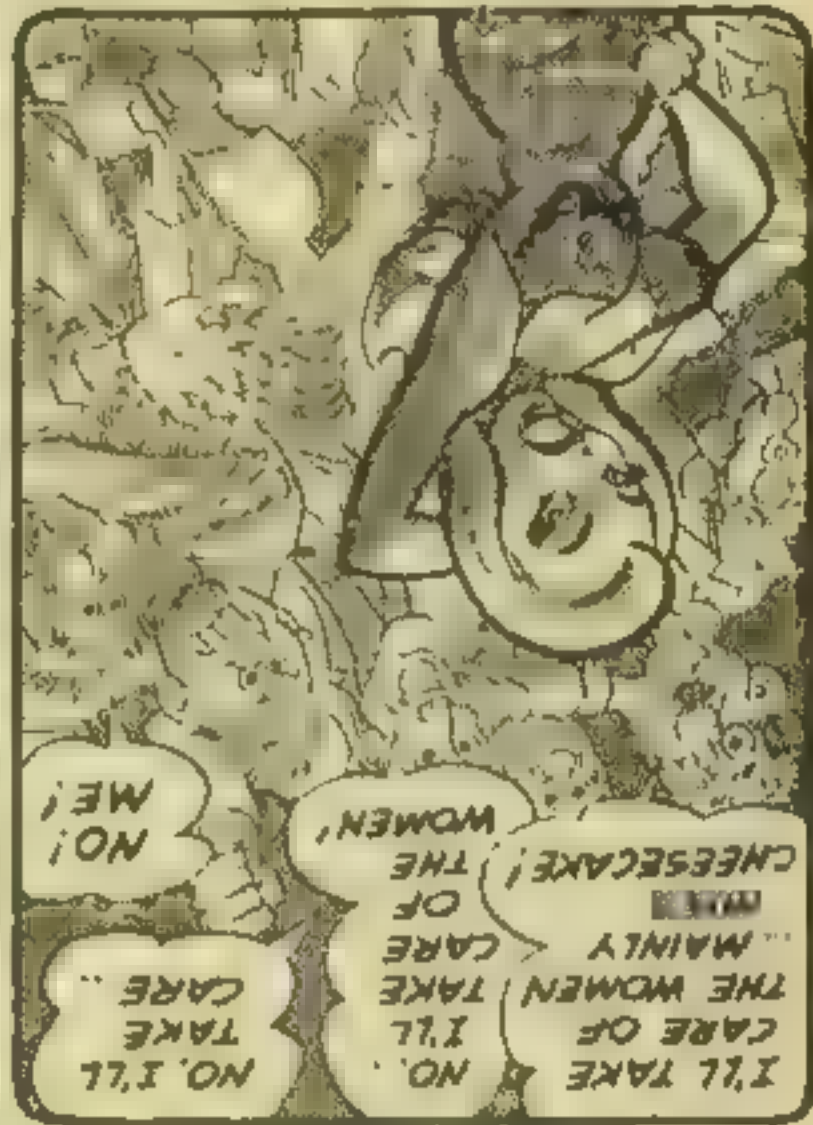
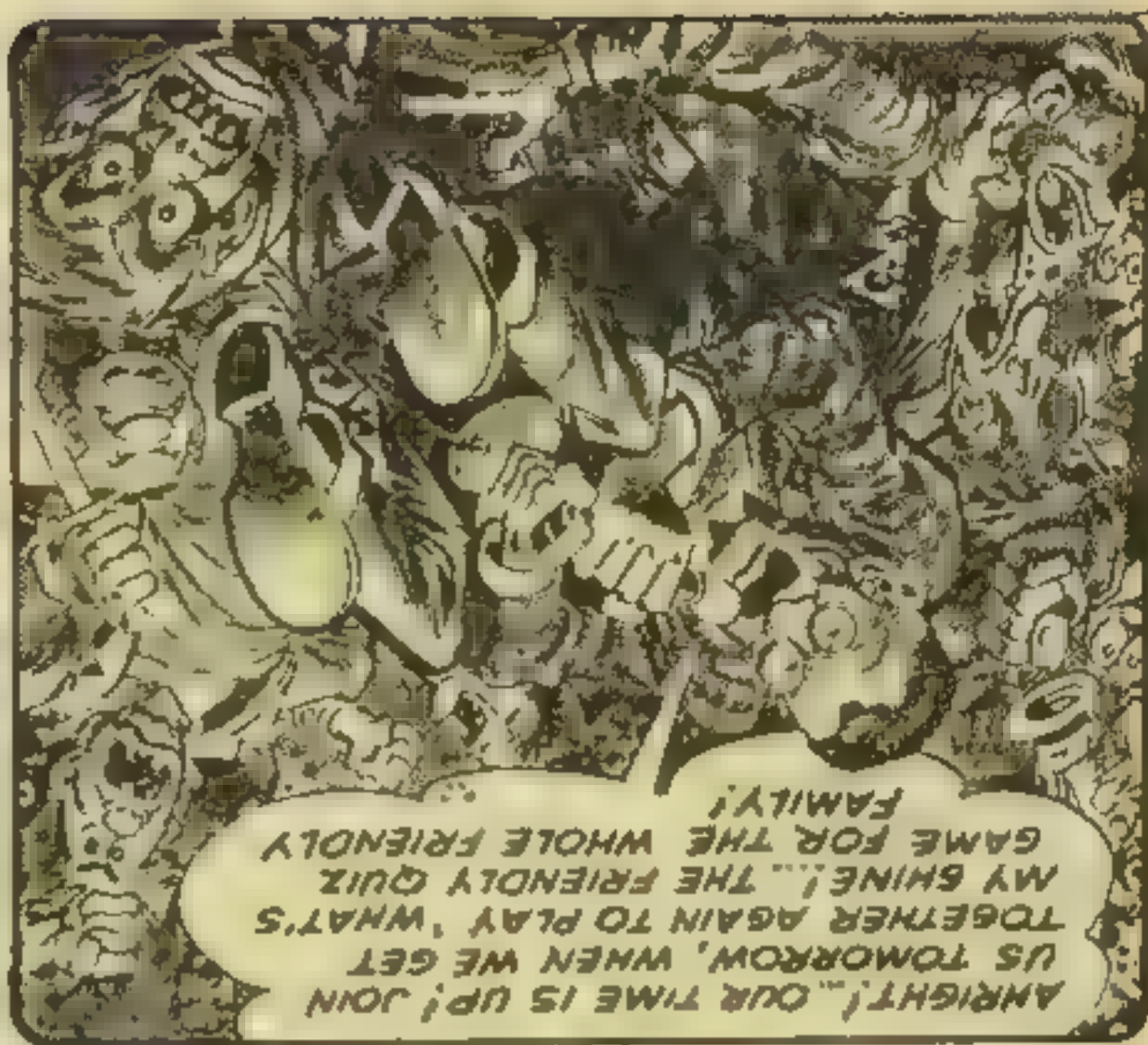
NAME _____

ADDRESS _____

CITY _____

STATE _____

ZONE _____



WHICH ALL GOES TO PROVE I AM NOT
AND NEVER HAVE BEEN A RED-SKIN!

NOW, EVEN, NO NEED TO RAISE
YOUR VOICE AND GET ANGRY! I
REALIZE YOU'RE NOT REALLY A
REDSKIN BUT MERELY A DUPE
OF THE REDSKINS! I'M NOT MAD
AND I'M WILLING TO SETTLE THIS
ALL VERY QUICKLY IN THE HONEST
STRAIGHTFORWARD MANNER THAT
IS THE INTELLIGENT WAY TO DISCUSS
DIFFERENCES OF OPINION AND
THAT SIMPLE MANNER IS
THAT SIMPLE MANNER S

HERE IS THE ORIGINAL PHOTOGRAPH AS IT
LOOKED BEFORE I WAS DOCTORED! YOU WILL
NOTICE THAT THE WARBOUNET IS A TURKEY
SITTING ON A FENCE BEHIND STEVEN.
YOU WILL NOTICE THE 'WAR-PAINT' IS HOUSE-
PAINT EVEN STEVEN WAS SPATTERED WITH
WHILE PAINTING HOUSE WITH 'TOMAHAWK'
WHICH IS IN REALITY A PAINT-ROLLER!

I HAVE EXAMINED THE
PHOTOGRAPH OF ME AND
I'D LIKE TO STATE THAT
THIS PHOTO HAS BEEN
DOCTORED AND I'VE
GOT THE DOCTOR TO
PROVE IT!

GENTLEMEN,
I WAS CALLED
ON LAST WEEK
TO DOCTOR THE
AFOREMENTIONED
PHOTOGRAPH!

RIGHT BACK TO WHAT'S MAN SHINE
BEFORE WE GO TO THE NEXT PANEL ST.

DO YOU HAVE A POINT OF ORDER
MR. MCCARTHY?

MR. MODERATOR
I'D LIKE TO MAKE
A STATEMENT

I DO
I'D LIKE
TO STRIKE
THAT CONTAINER
OF MILK AND
SUBSTITUTE
CONTAINER
OF POW!

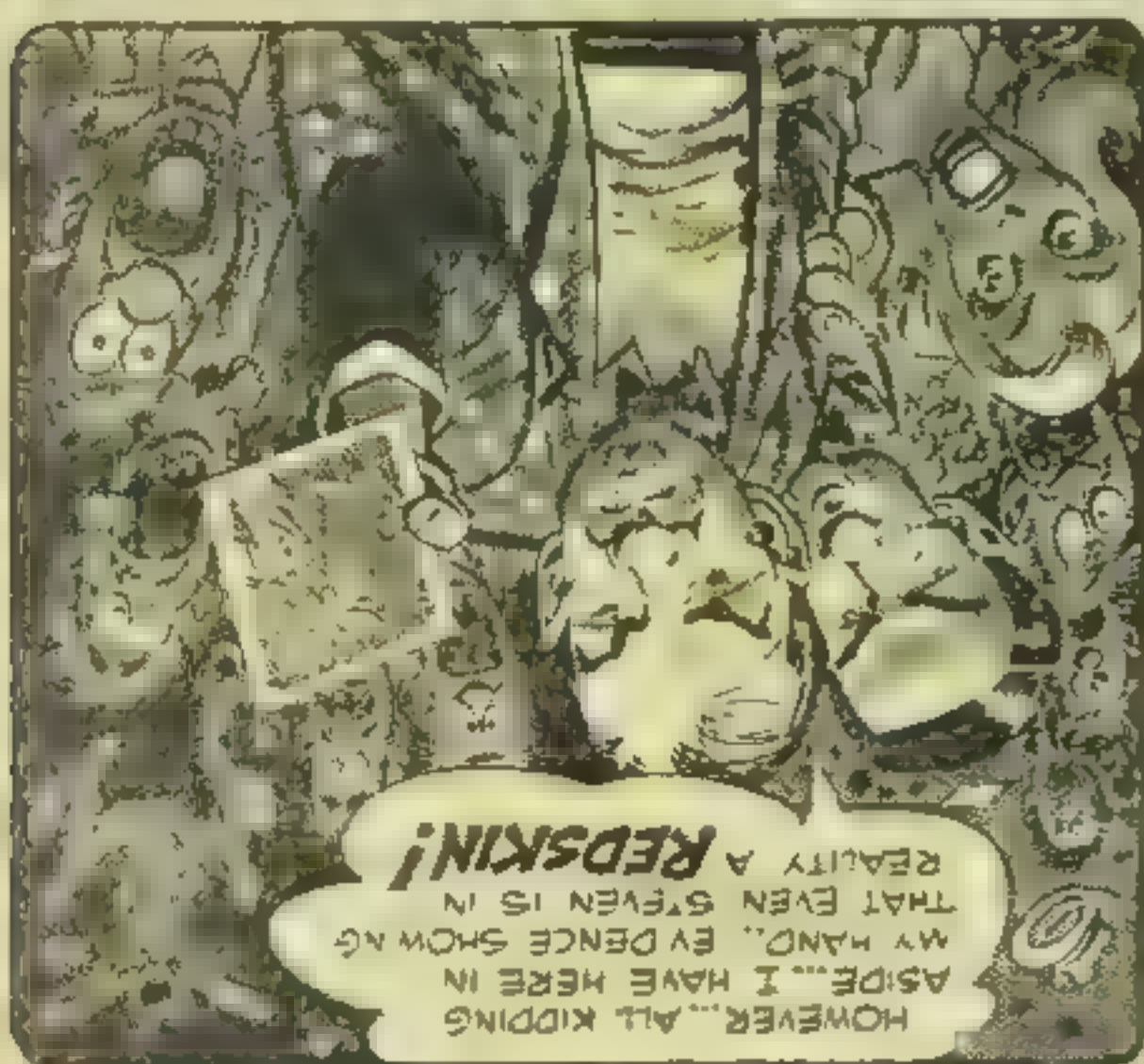
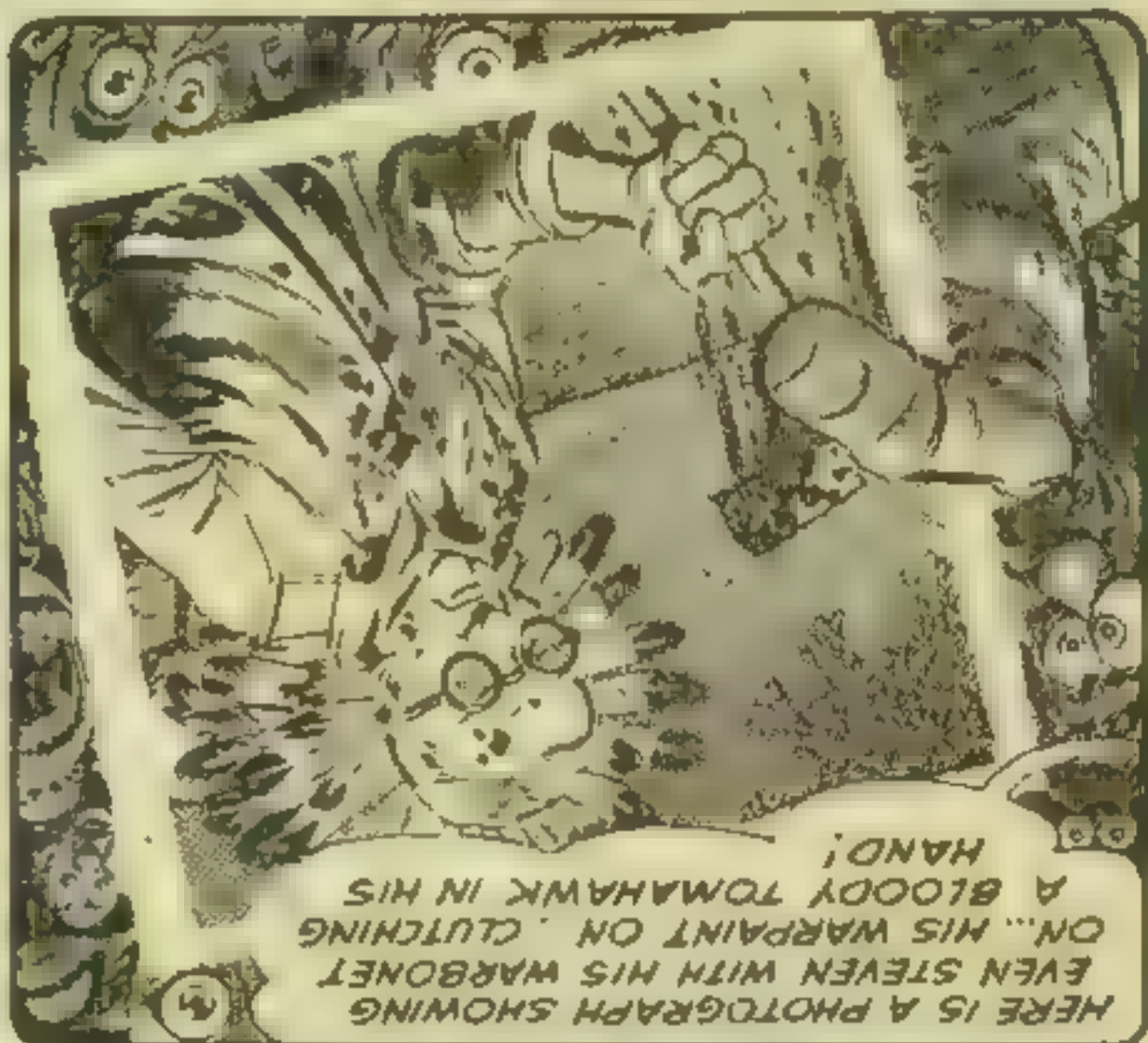
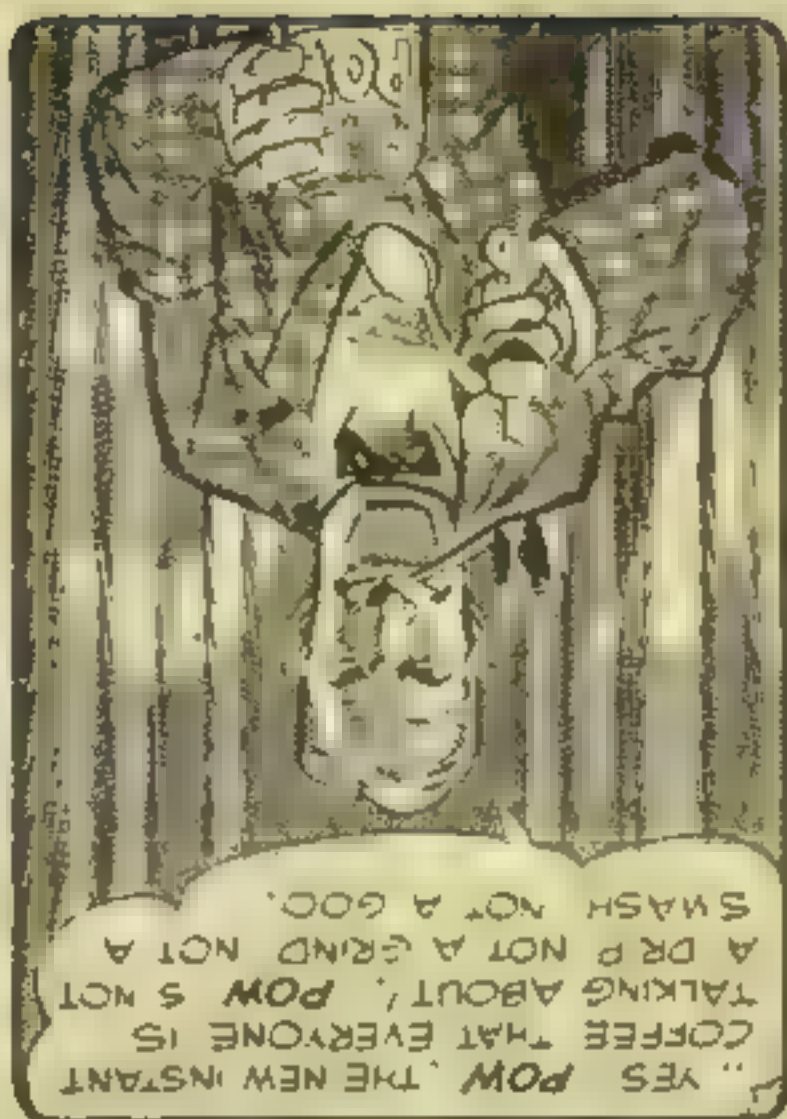
POINT
OF
ORDER

OW
GUILTY
POINT
OF
ORDER

...JUST WATCH HOW WHEN I
ADD HOT WATER, THE HONEST
TO GOODNESS FLAVOR BUDS
BURST! SEE...I PUT IN THE
COFFEE BUDS...THEN THE HOT
WATER...THEN THEY BURST.

POINT
OF
ORDER

SEE HOW POW INSTANT COFFEE
CONSISTS OF MILLIONS OF
TINY FLAVOR BUDS? HEAR THE
HOLLOW SOUND WHEN I TAP
ON A FLAVOR BUD? WHEN YOU
ADD HOT WATER THESE FLAVOR
BUDS BURST, RELEASING A
FLOOD OF HONEST TO GOOD
NESS COFFEE FLAVOR.



MR. MODERATOR, NOT WANTING TO TAKE UP TOO MUCH TIME, I WILL MAKE MY QUESTION BRIEF AND TO THE POINT... MY QUESTION IS ASKED WITH THE HOPE OF GETTING TO THE POINT AS QUICKLY AS POSSIBLE. THE WAY EVERY GOOD CITIZEN SHOULD GET TO THE POINT AS QUICKLY AS POSSIBLE! FOR SPEED AND PROMPTNESS IS THE LIFEblood OF OUR CIVILIZATION THAT CANNOT GO ON WITHOUT SPEED...

POINT OF ORDER.

INSTANT COFFEE

MISTER EVEN STEVEN, WELCOME TO 'WHAT'S MAH SHINE', MAH LET'S SEE IF OUAH PANEL CAN POSSIBLY GUESS WHAT YOU DO! WE WILL START OUR QUESTIONING WITH JOHN McLELLIN!

INSTANT

"THE VERY FIRST COUNCIL"

STUART?

I PASS!

THROUGH THE SNOW...

CHARLES?

I PASS

POINT OF ORDER

...AND WHICH YOU CARRY ON...

HENRY?

I ALSO PASS

...THE GLORIOUS HERITAGE WHICH IS OURS ALONE...

DO YOU HAVE A QUESTION, EVERETT?

IN THE INTEREST OF TIME, I PASS!

POINT OF ORDER

...AND IF WE SLOW DOWN... WE WILL BETRAY OUR HERITAGE

AND NOW WE MOVE ON TO THE REST OF THE PANEL!

...IT WAS ME, STURLEY, CAMERAMAN, WHO DO REFUSE TO PASS!

YAHOO!

POINT OF ORDER

NO!

POINT OF ORDER

WHAT WAS THAT? ...WAS THAT YOU, LANA CHEESECAKE WHO DO REFUSE TO PASS?

POINT OF ORDER

LANA?

THEEE,

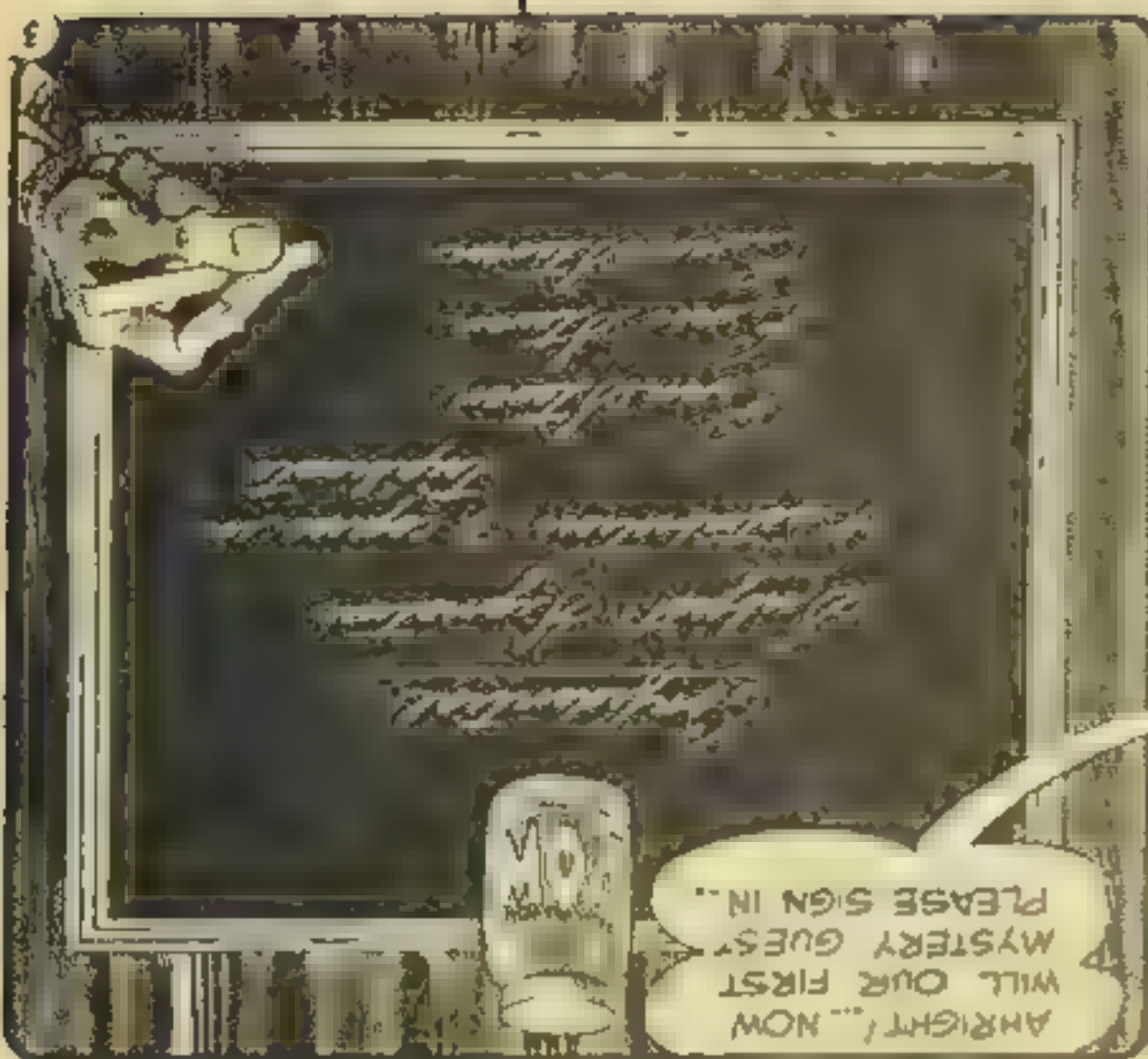
I DON'T PASS!

POINT OF ORDER

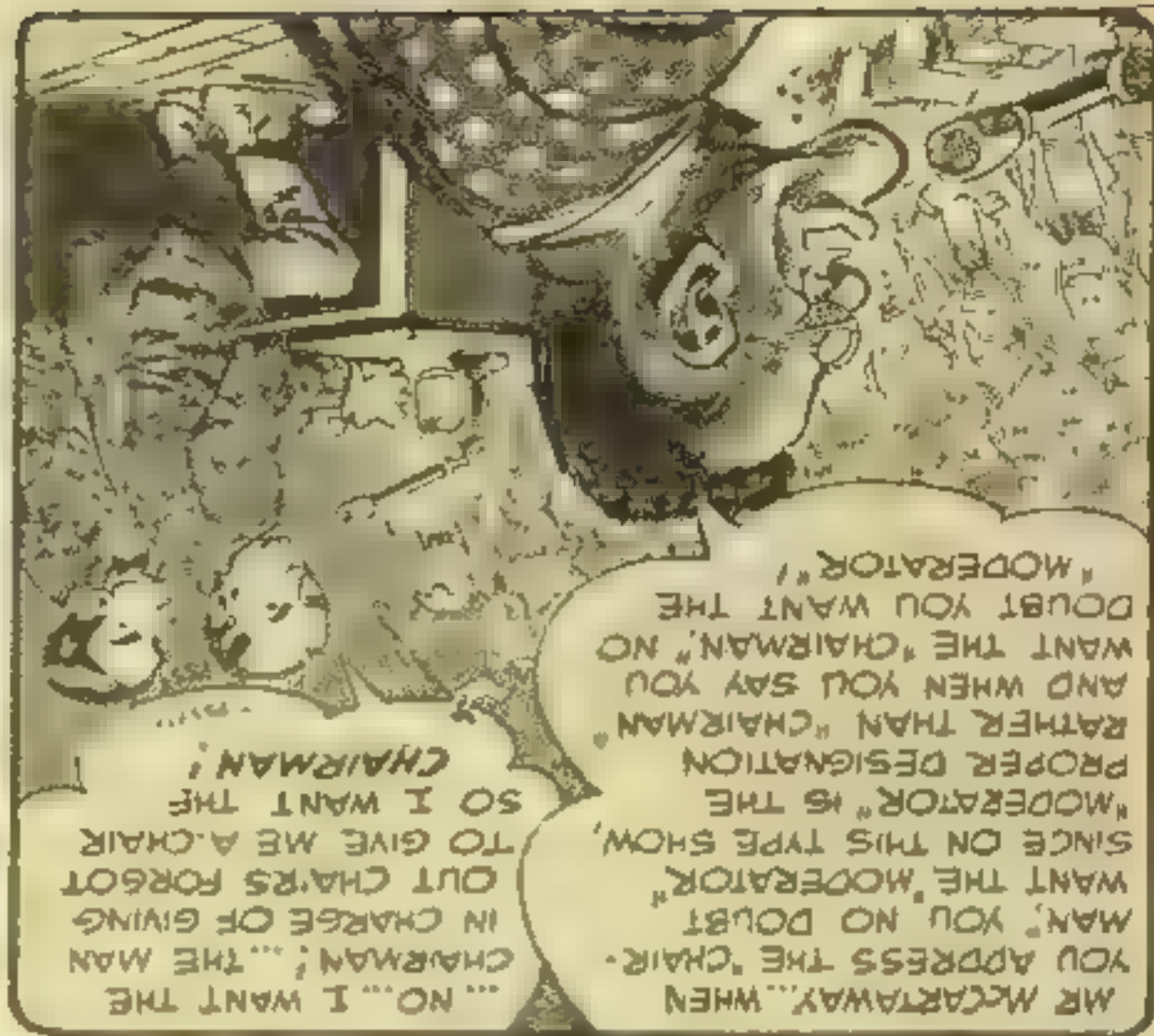
HENRY?

I PASS

POINT OF ORDER



AMRIGHT!... NOW
WILL OUR FIRST
MYSTERY GUEST
PLEASE SIGN IN..



... NO... I WANT THE
CHAIRMAN!... THE MAN
IN CHARGE OF GIVING
OUT CHAIRS FORGOT
TO GIVE ME A CHAIR
SO I WANT THE
CHAIRMAN!

MR MCCARTAWAY... WHEN
YOU ADDRESS THE "CHAIR-
MAN," YOU NO DOUBT
WANT THE "MODERATOR"
SINCE ON THIS TYPE SHOW,
"MODERATOR" IS THE
PROPER DESIGNATION
RATHER THAN "CHAIRMAN"
AND WHEN YOU SAY YOU
WANT THE "CHAIRMAN," NO
DOUBT YOU WANT THE
"MODERATOR!"



MR.
CHAIR-
MAN...

ALSO, THE
FINAL PANEL IS
JOSEPH MCCARTAWAY!



MR.
CHAIR-
MAN...

... TO GIVE QUAH
PANEL A GREATER
VARIETY OF OPINION!
TO STATE WHAT SHE
IS GIVING QUAH
PANEL SIMPLY IN A
WORD IS - BONG!



MR.
CHAIR-
MAN...

MISS CHEESECAKE
IS A NEWCOMER
HAVING BEEN ADDED
TO GIVE QUAH
PANEL PROPER
BALANCE...



MR.
CHAIR-
MAN...

JANA
CHEESECAKE



MR.
CHAIR-
MAN...

HENRY
JACKDAUGHTER



MR.
CHAIR-
MAN...

... STUART
SAWHAMINTOWN..



MR.
CHAIR-
MAN...

JOHN
WHEELBELLIN



MR.
CHAIR-
MAN...

CHARLES
ROTZEBE



MR.
CHAIR-
MAN...

HENRY
DOORSHACK

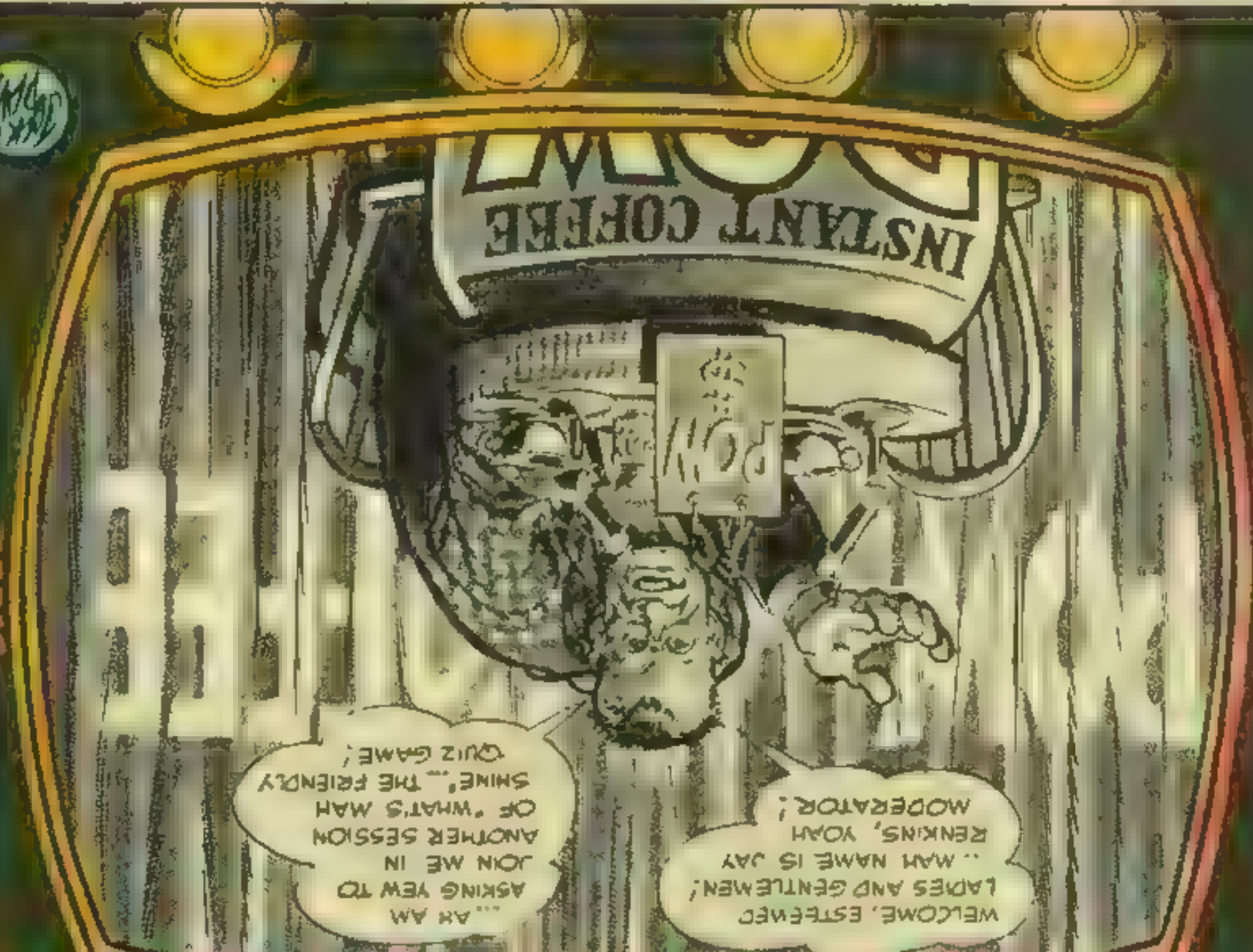


MR.
CHAIR-
MAN...

EVERETT
DIRKDAUGHTER

WHAT'S MY SHINE!

HERE'S THE WAY IT SHOULD HAVE STARTED! FIRST OF ALL, WHO WANTS TO LISTEN TO A PROGRAM CALLED "THE SENATE SUBCOMMITTEE HEARINGS ON THE ARMY INVESTIGATIONS"? THE WHOLE THING NEEDED A SNAPPY TITLE... LIKE FOR INSTANCE, "TRUTH OR CONSEQUENCES"... "BREAK THE RANK"... OR...



WELCOME, ESTEEMED LADIES AND GENTLEMEN! .. MAN NAME IS JAY RENKINS, YEAH MODERATOR!

... AH AM ASKING YEW TO JOIN ME IN ANOTHER SESSION OF "WHAT'S MAH SHINE"... THE FRIENDLY QUIZ GAME!



AT EACH SESSION OF "WHAT'S MAH SHINE" WE "WRITE... OR SUBPOENA... A GUEST TO APPEAR BEFORE QUAH PANEL OF EXPERTS"



... AHRIGHT, QUAH PANEL OF EXPERTS WILL THEN QUESTION QUAH GUEST TO FIND OUT WHAT HE DOES AND WHETHER HE USES UNDUE INFLUENCE DOING IT!



AHRIGHT FOR EVERY "NO" ANSWER RECEIVED... I WILL FLIP A CARD WHICH WILL REPRESENT A HUNDRED TAXPAYERS' DOLLARS!

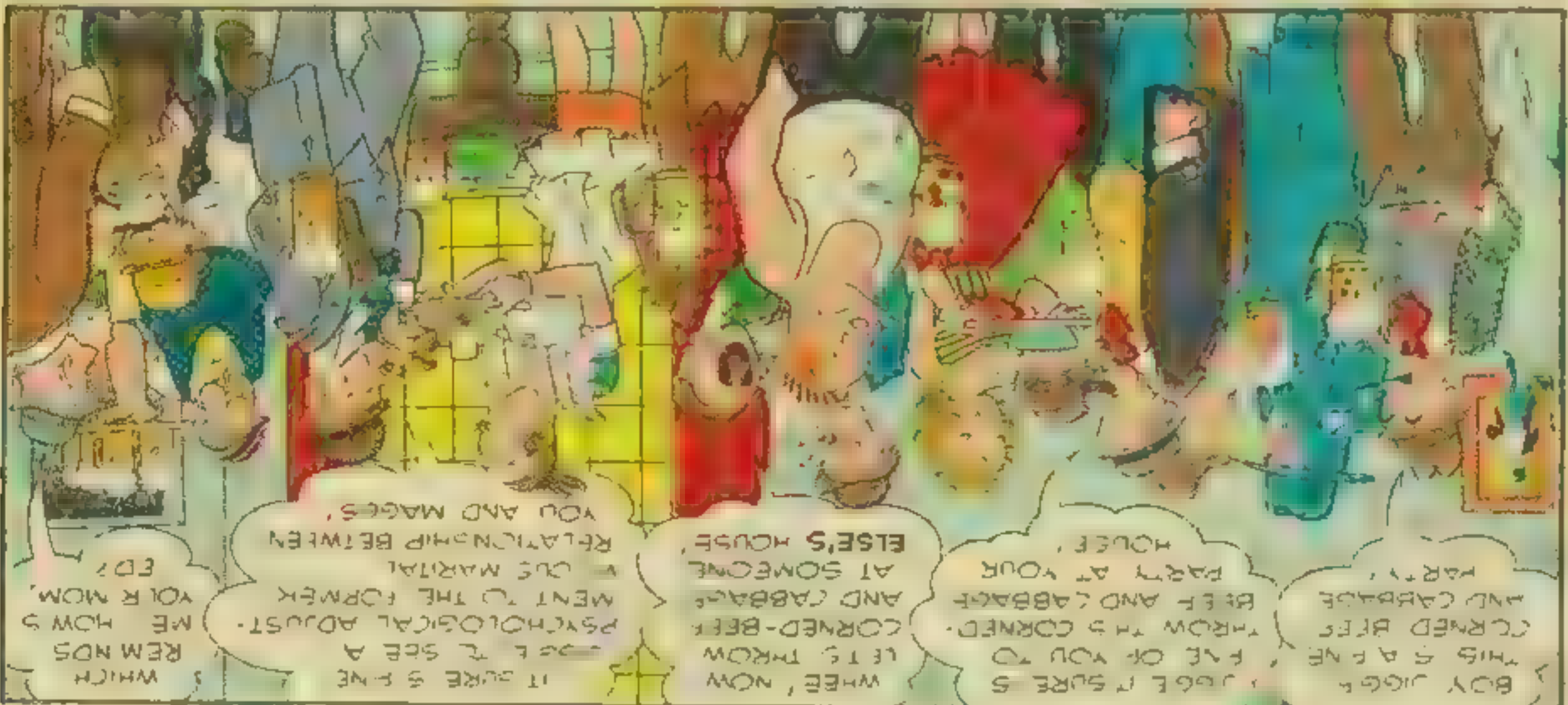
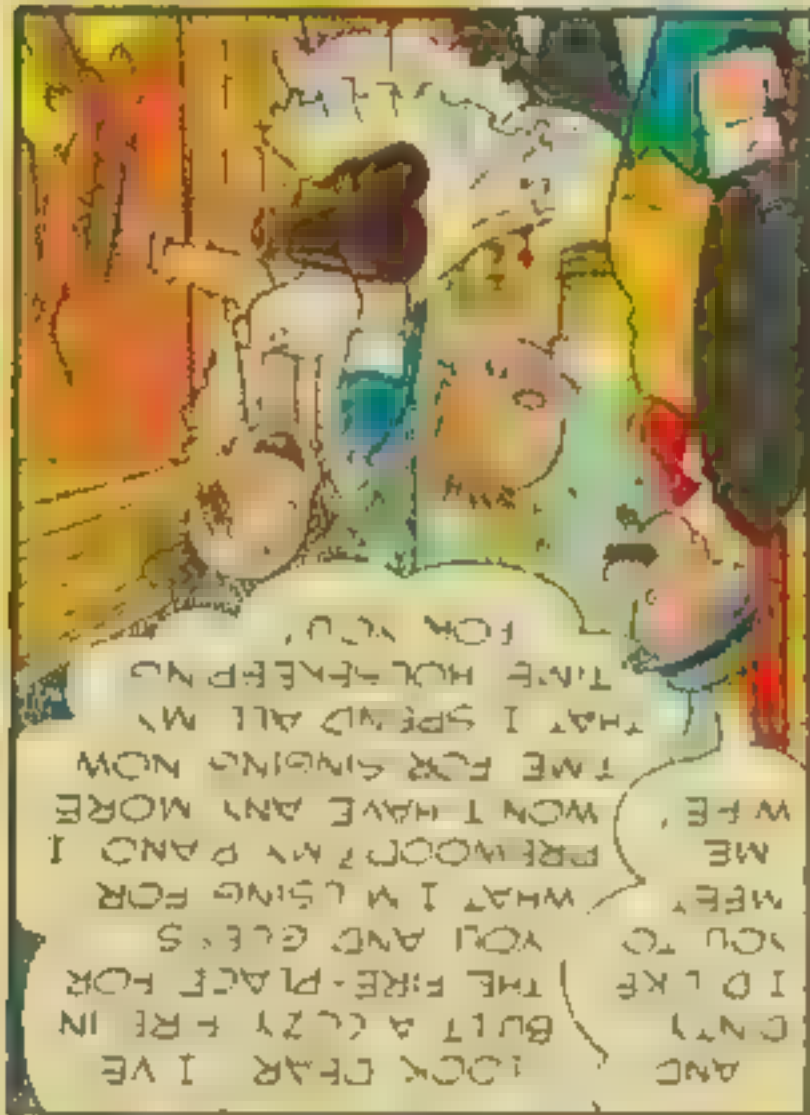
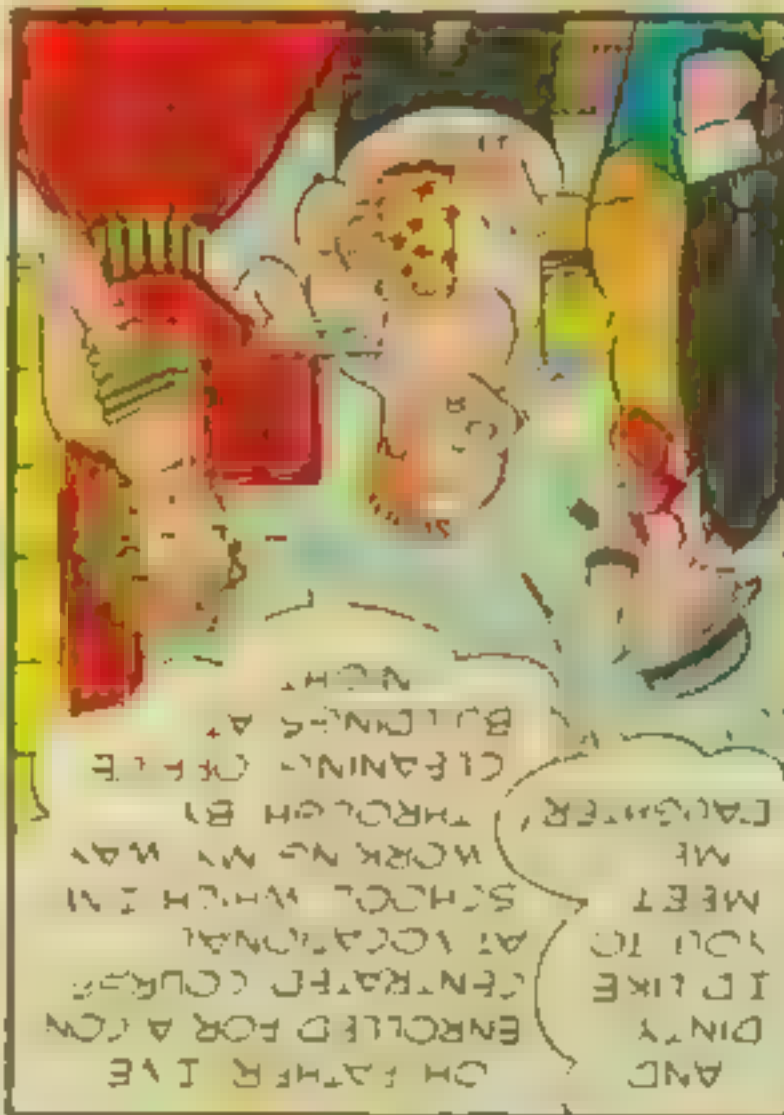
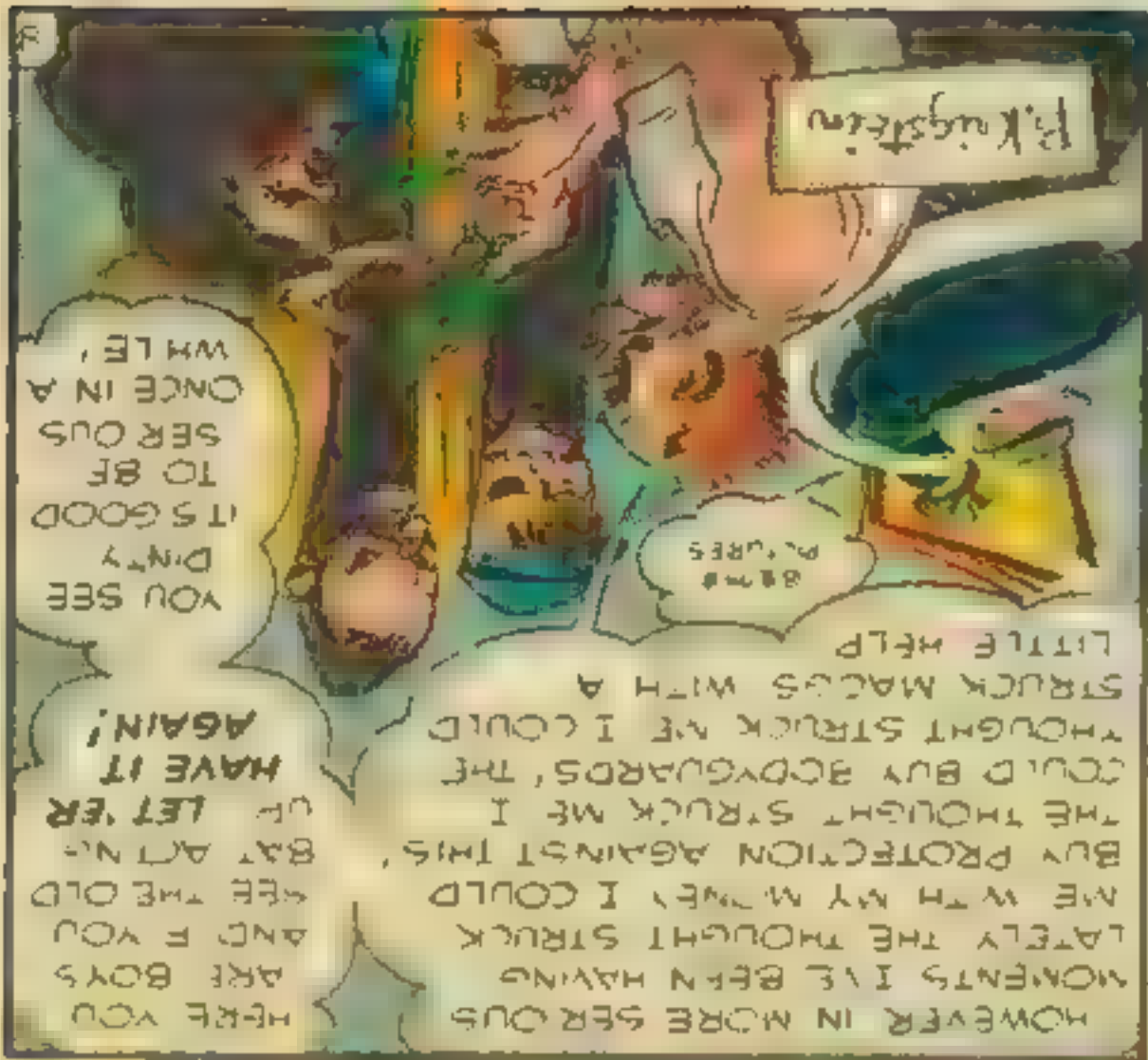
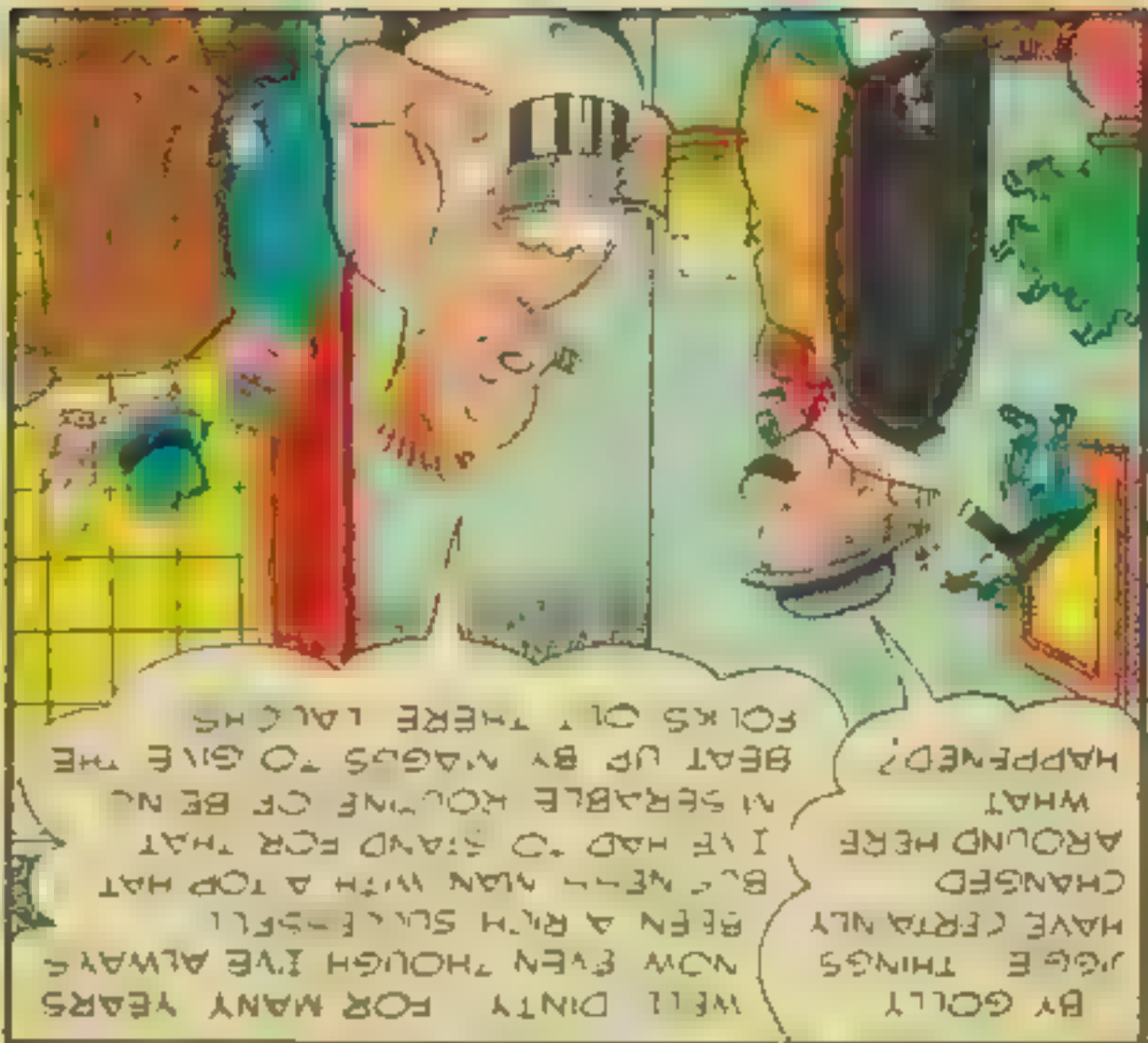
AHRIGHT, NOW QUAH PANEL OF EXPERTS ARE

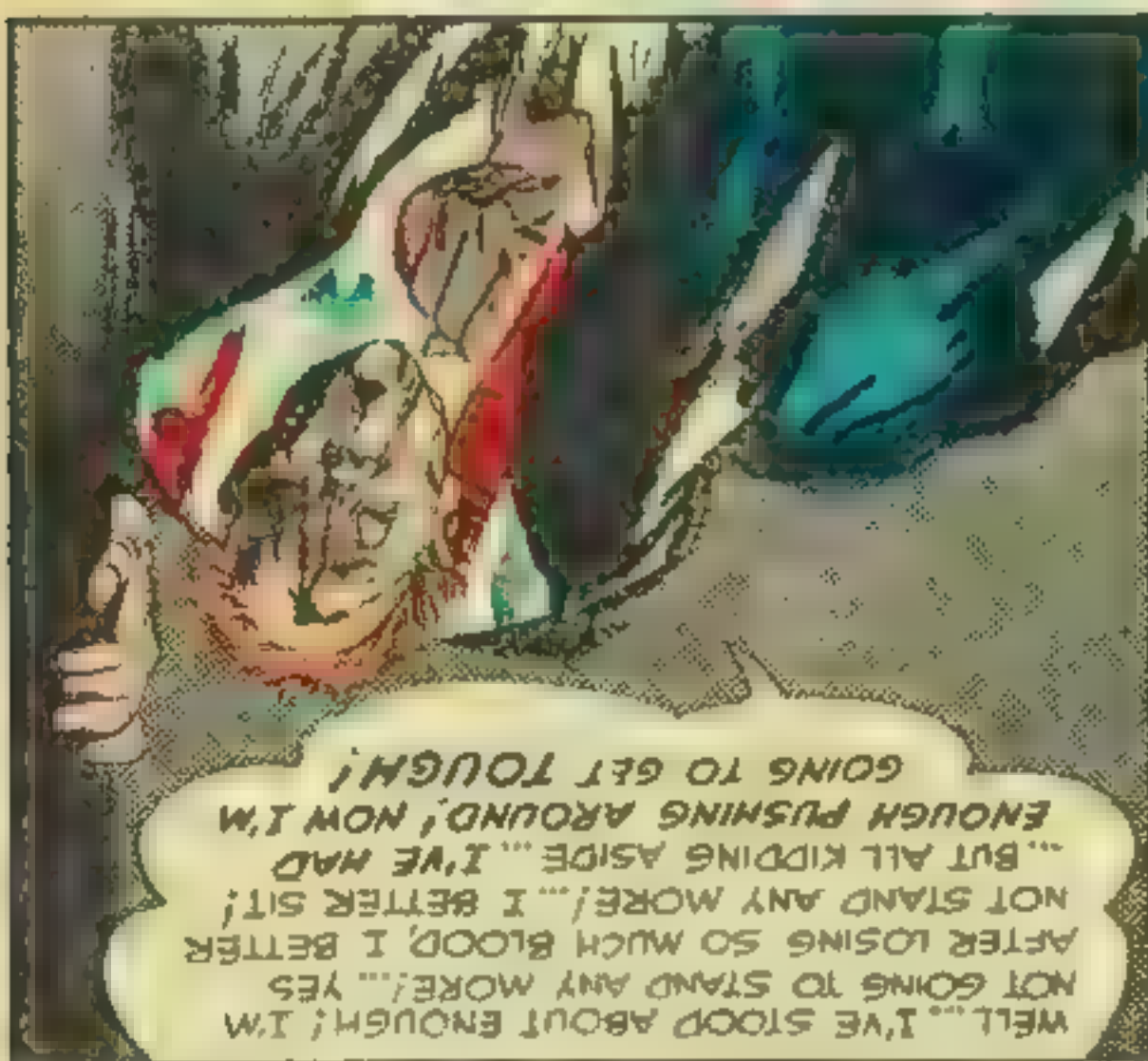
MR. CHAR. MAN!

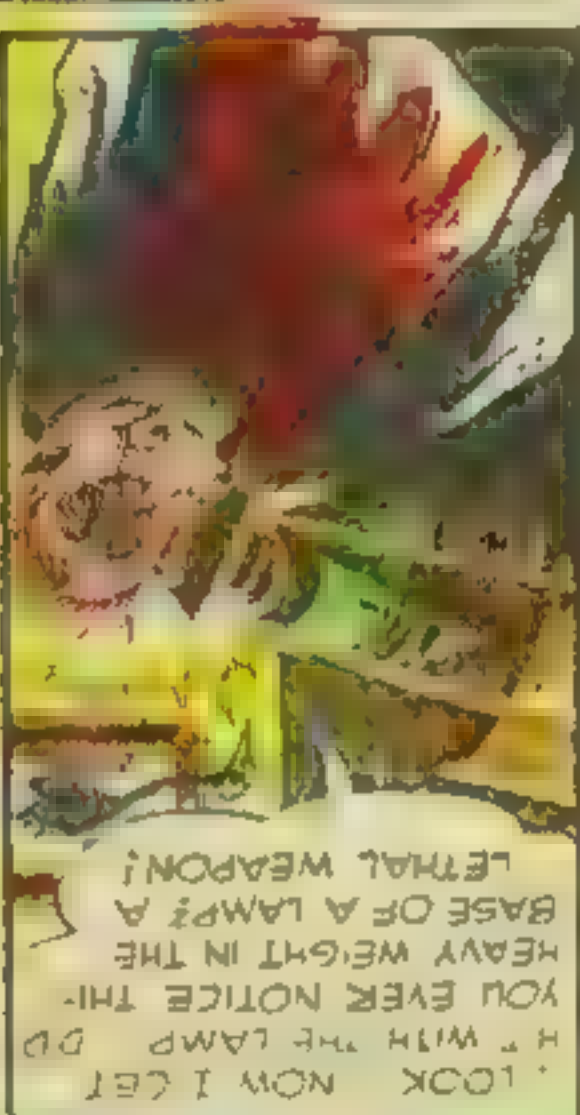
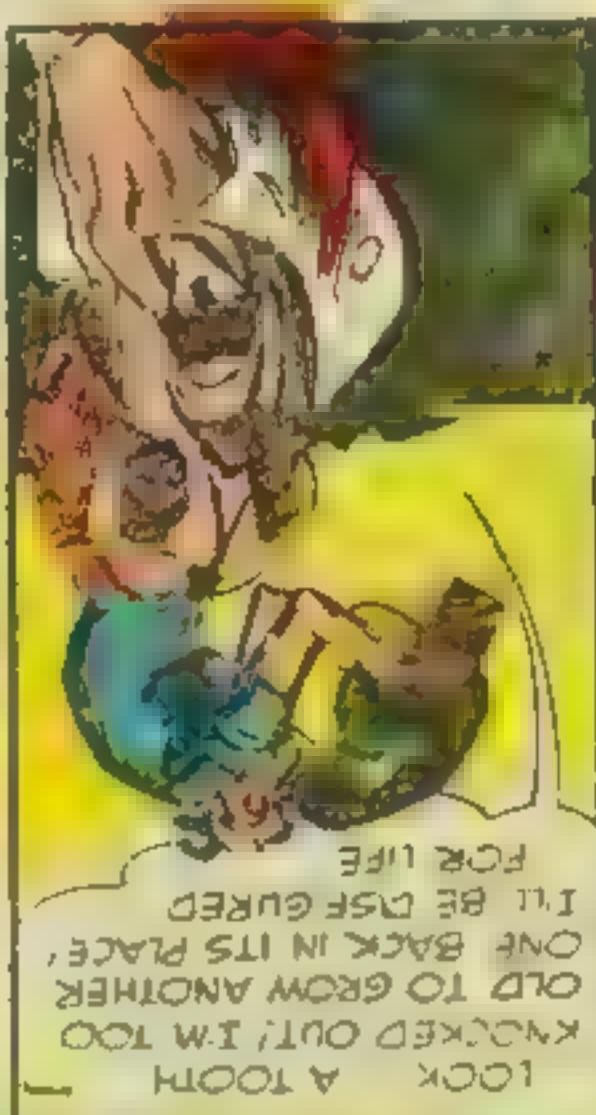
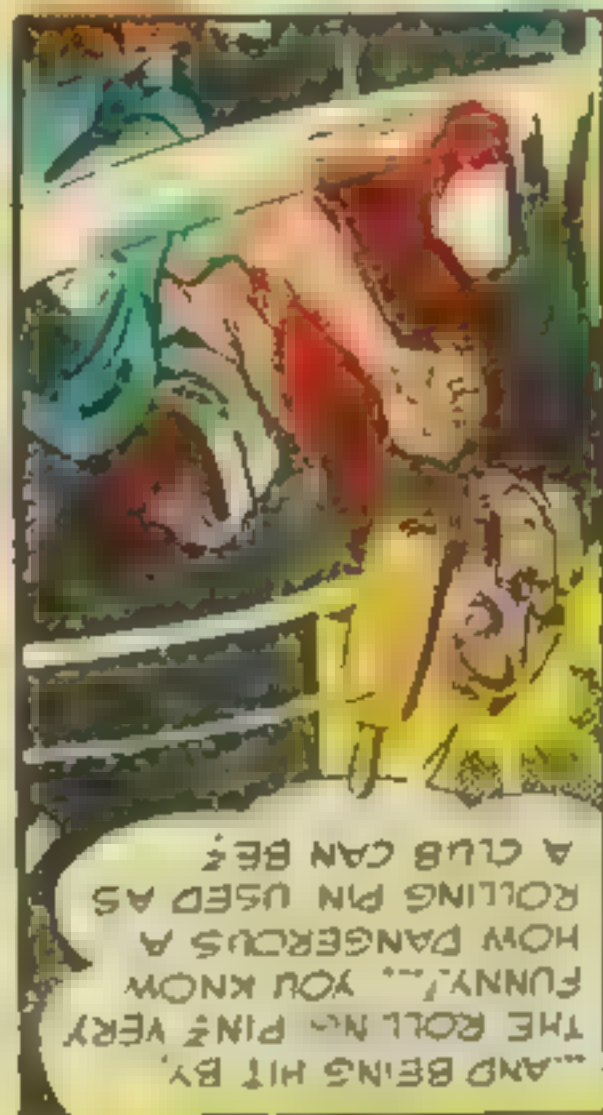
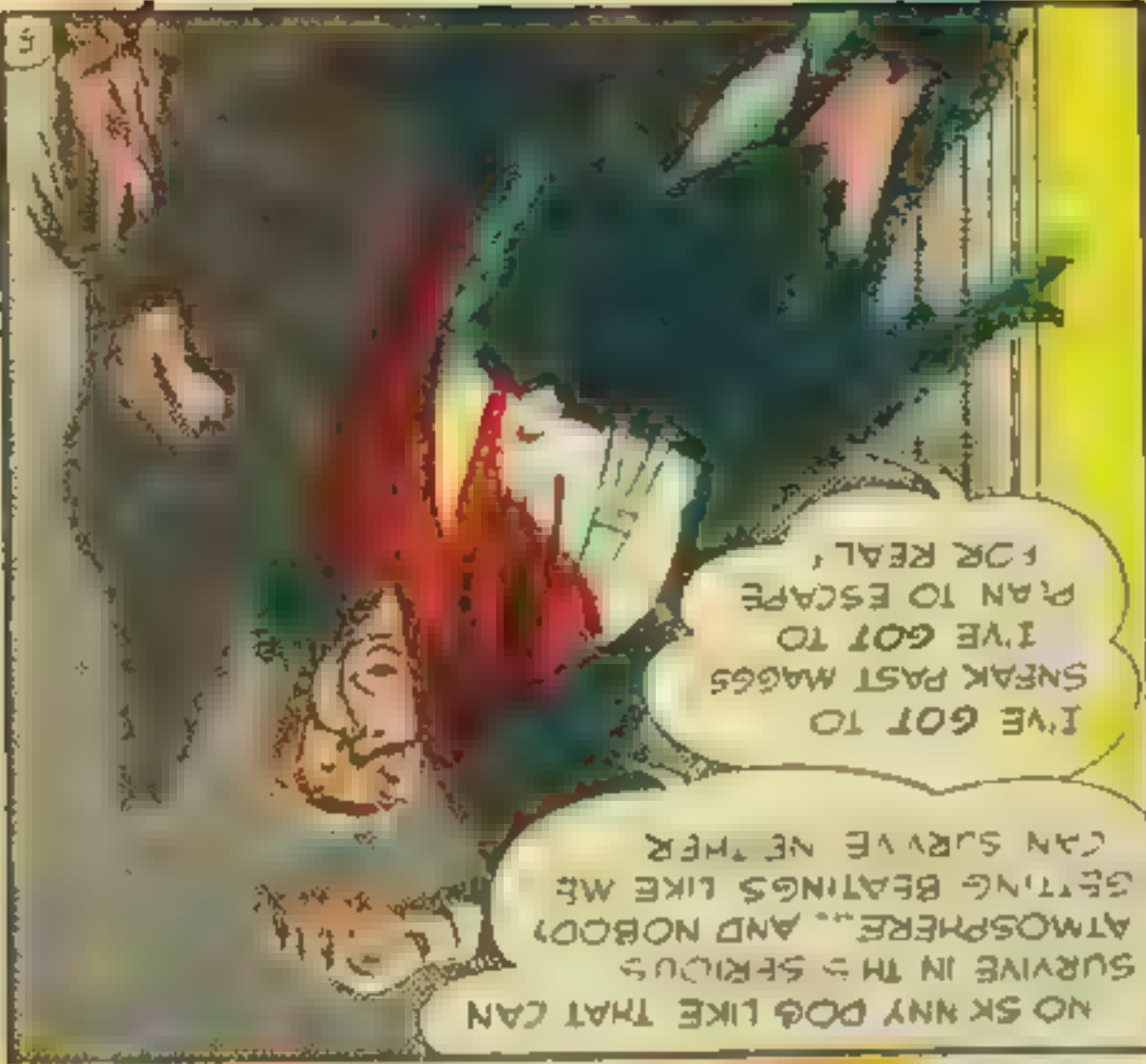
NOW FOR KOPES AND GROWN-UPS WHO JUST EVER SLACKED OFF, THERE WERE NO DOUBT ABOUT THE MONOTONY OF THIS SHOW. THE LACK OF PLOT, THE REPETITIOUS DIALOGUE, THE DULL, UNINTERESTING SCENERY, WITH THE SAME CAMERA ANGLES AGAIN AND AGAIN, WE OF MAD, RESPECTFULLY SUGGEST THAT THE APPROACH TO THIS SHOW WAS AT AROUND 100,000 FEET IN AN EYE TOWARDS CONSTRUCTIVE CRITICISM. WE OFFER ON THE FOLLOWING PAGES OUR SUGGESTIONS AS TO HOW IT SHOULD HAVE BEEN DONE.

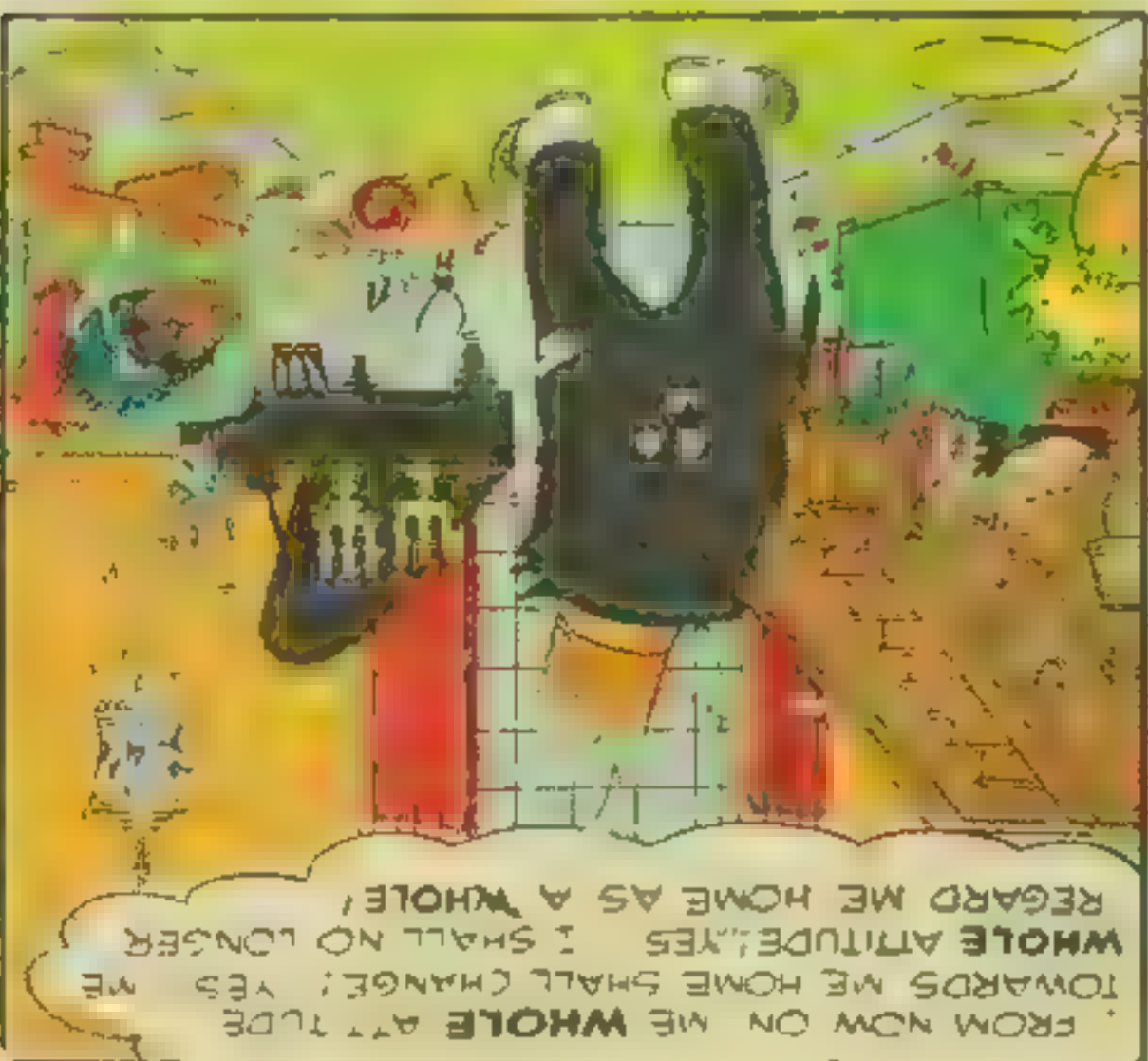
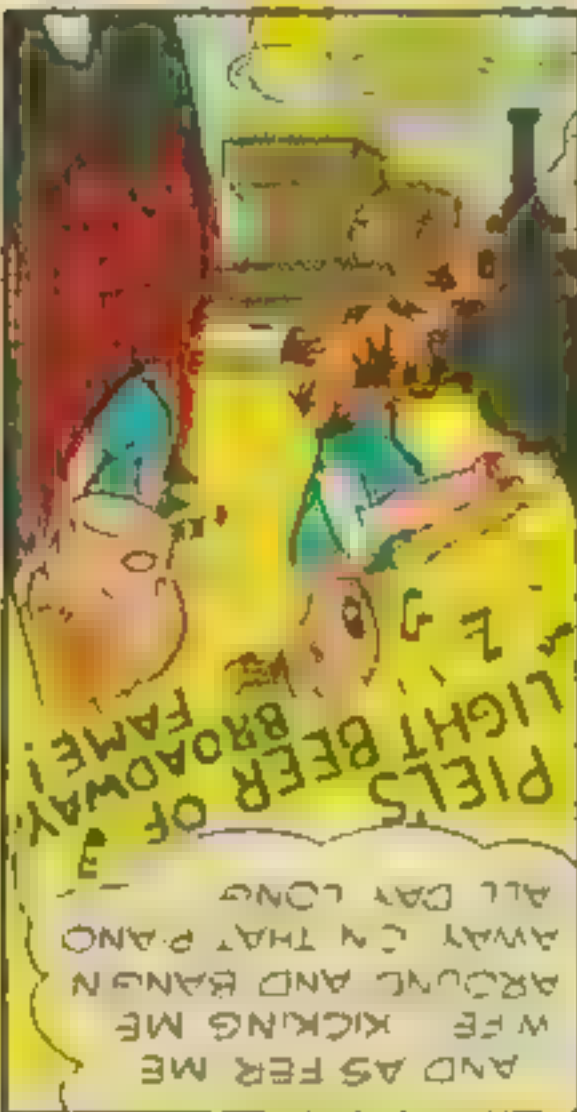
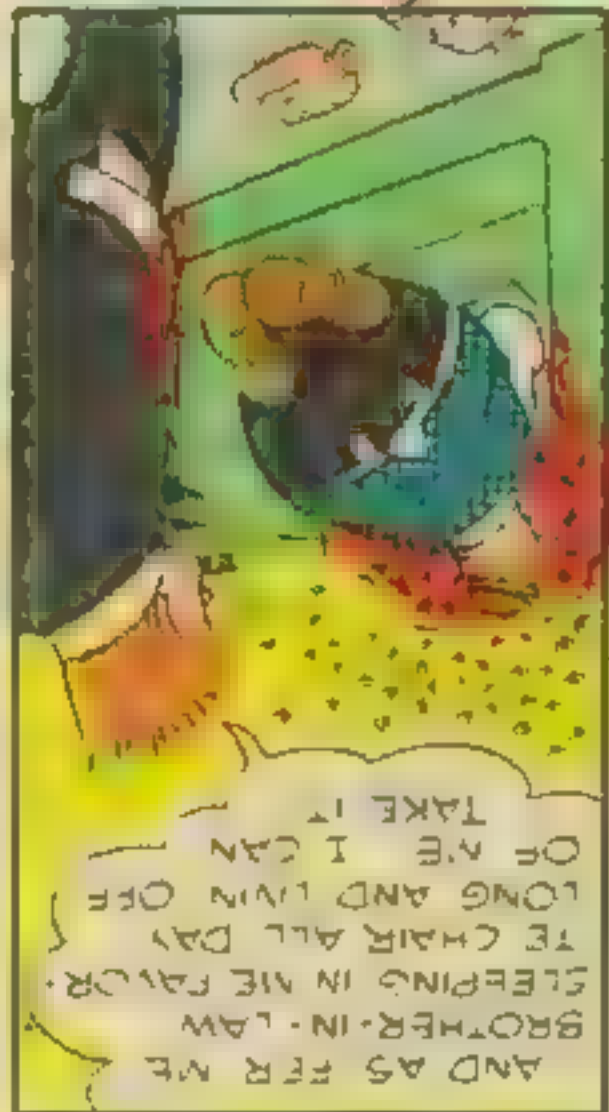
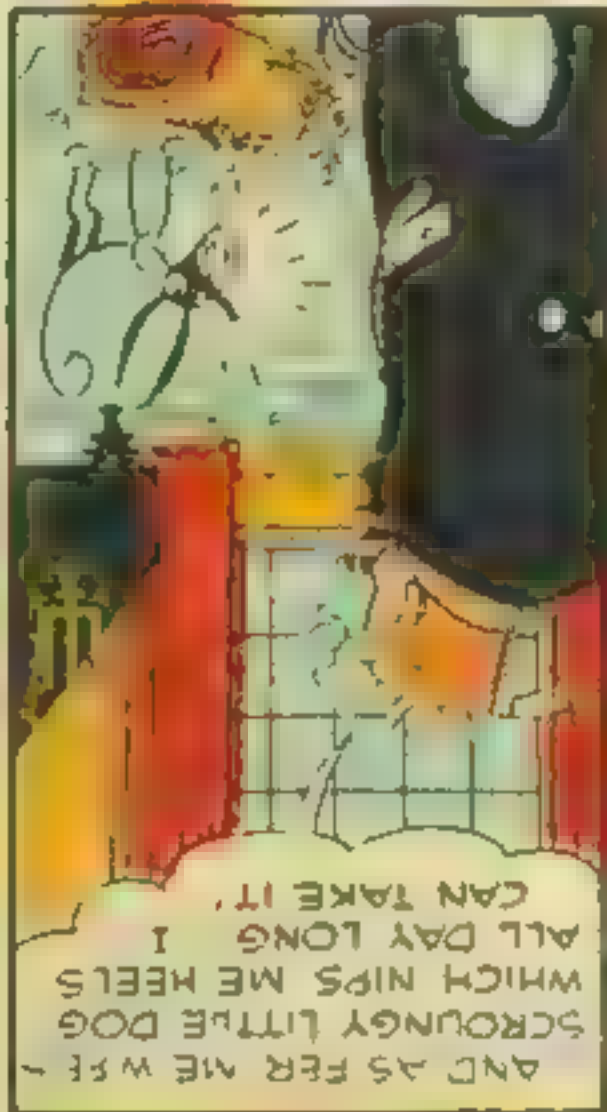
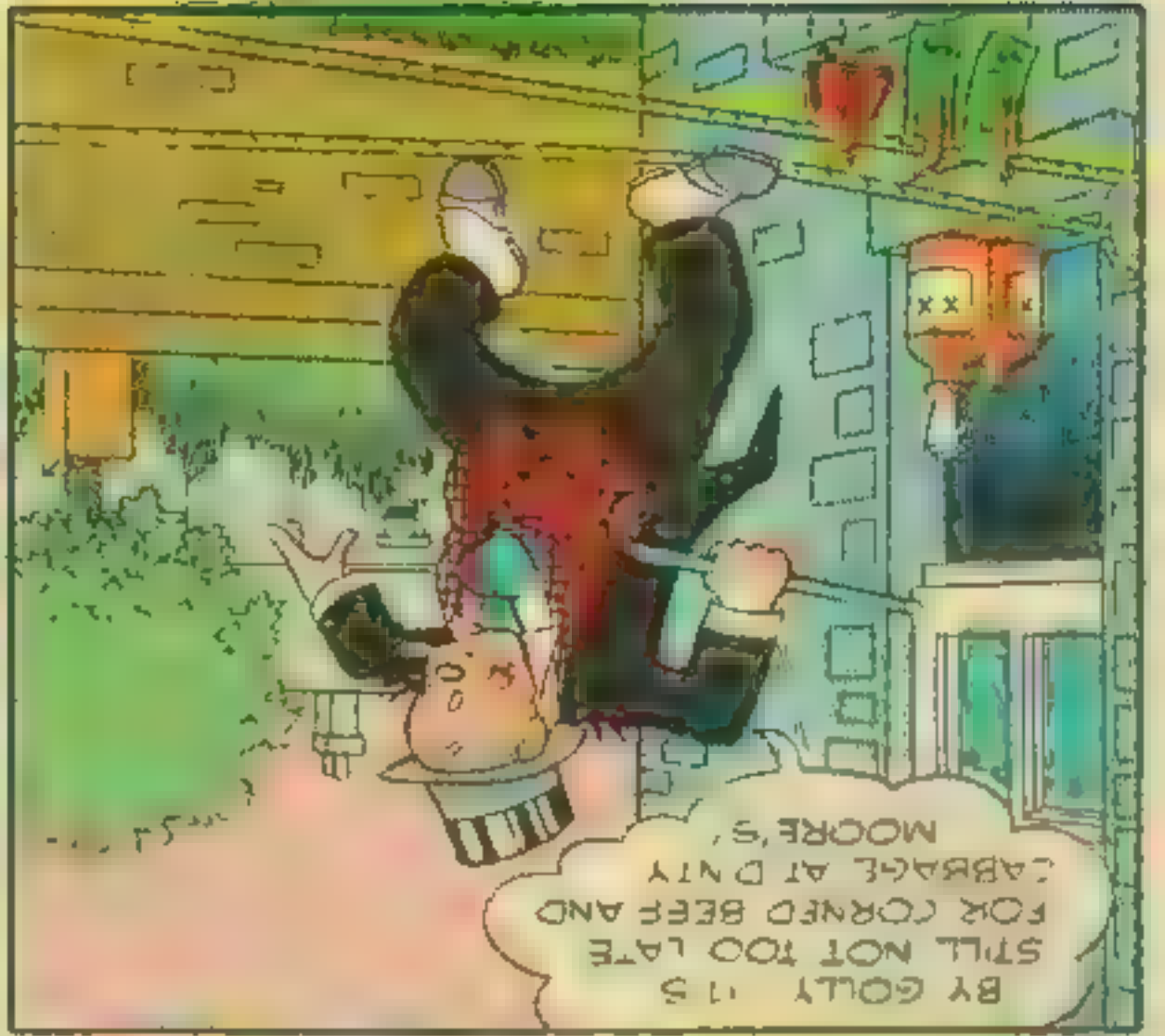


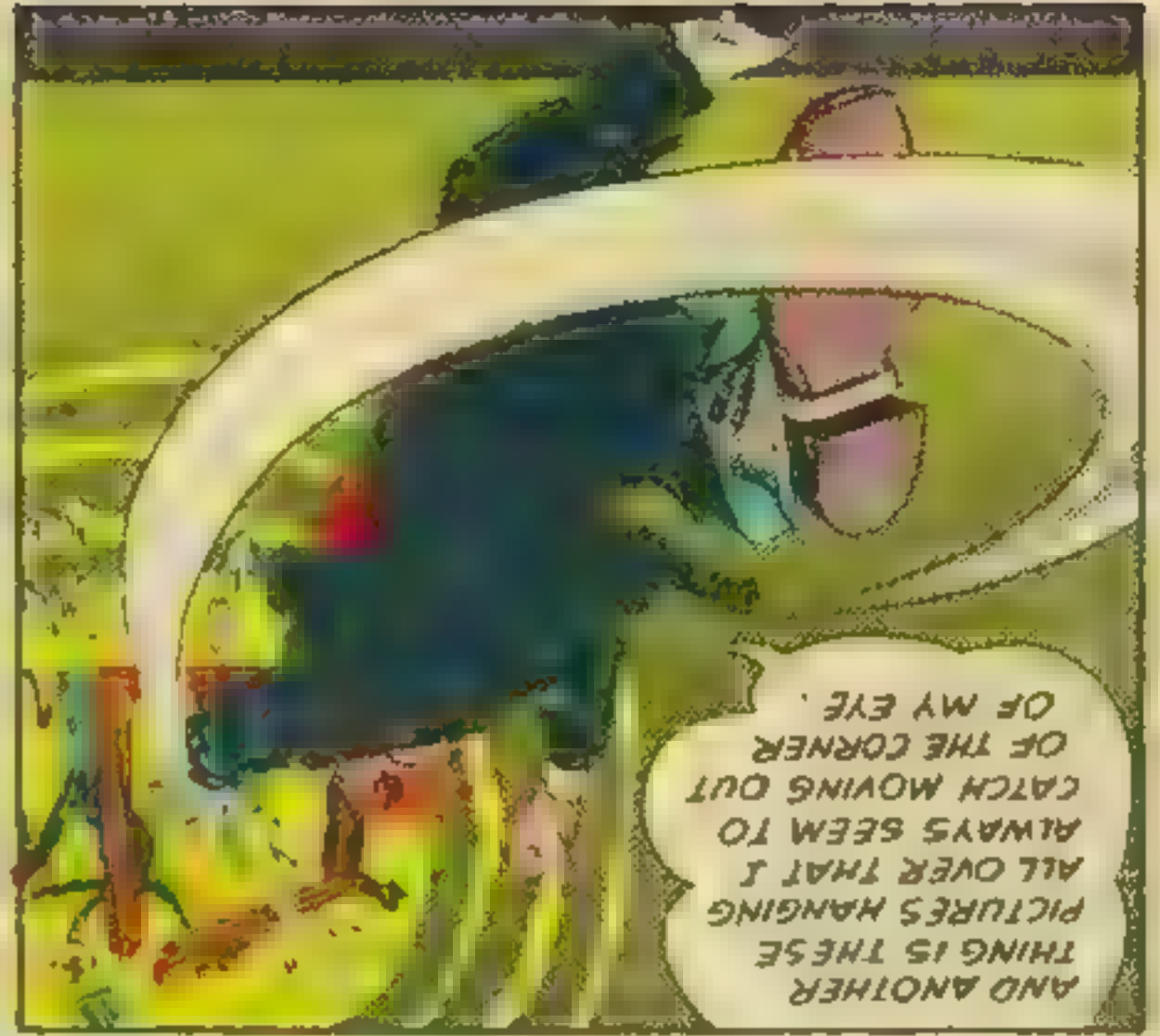
TELEVISION DEPT. HERE WE HAVE A SCENE FROM A TELEVISION SHOW THAT BEGAN IN APRIL AND THAT BY NOW EVERY MAN, WOMAN AND CHILD IN THE U.S. SHOULD BE FAMILIAR WITH. ALTHOUGH THIS SHOW WAS ORIGINALLY PROGRAMMED FOR TWO WEEKS, AT THIS WRITING IT SEEMS TO HAVE BECOME A REGULAR SUNDAY BROADCAST THAT MAY GO ON FOREVER.











AND ANOTHER
THING IS THESE
PICTURES HANGING
ALL OVER THAT I
ALWAYS SEEM TO
CATCH MOVING OUT
OF THE CORNER
OF MY EYE.



AFTER ALL...
IT IS VERY
UNNATURAL AND
DISCONCERTING
TO SEE THESE
LITTLE FIGURES
JUMPING OUT
OF THEIR FRAMES
EVERY ONCE
IN A WHILE.

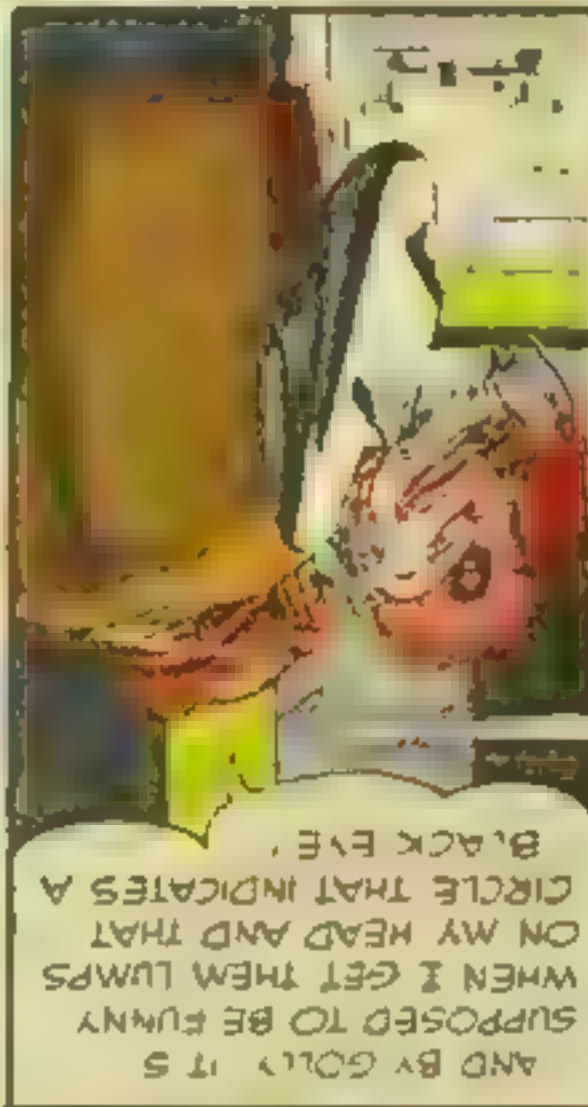
... AND BY GOLLY
AT LEAST MAGGS
SHOULD WASH
THE DINNER
OFF THEM
DISHES.



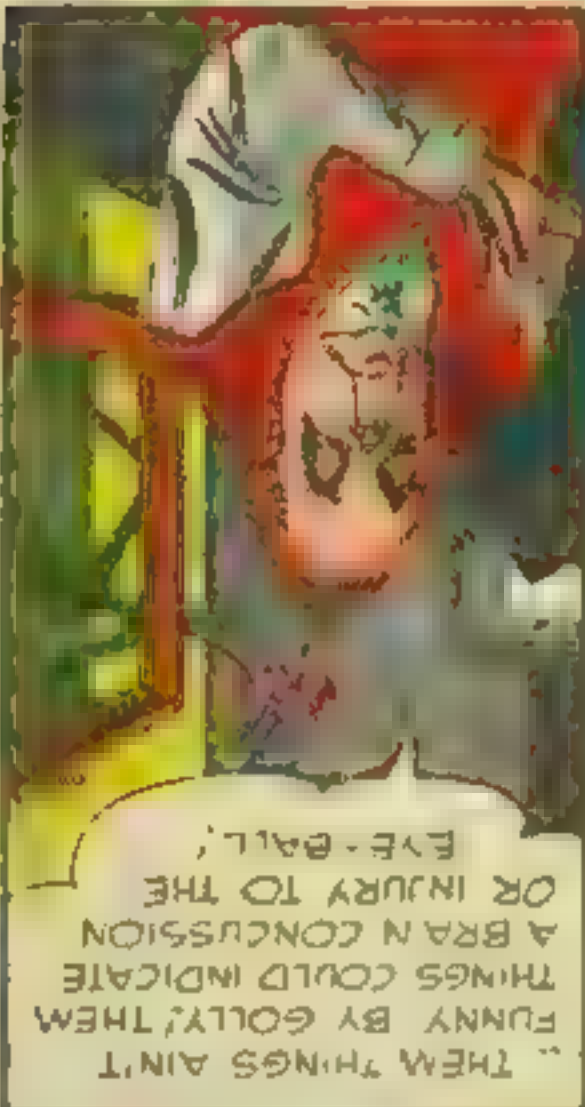
BY GOLLY, LET'S FACE
THE FACTS; THEY THINK
IT'S SO FUNNY WHEN I
GET HIT IN THE HEAD TO
THE ACCOMPANIMENT OF
A FEW STARS DRAWN IN;



...THEM STARS INDICATE
PAIN, LET THE READERS
HIT THEMSELVES IN THE
HEAD AND SEE IF THAT
PAIN IS FUNNY.



AND BY GOLLY IT IS
SUPPOSED TO BE FUNNY
WHEN I GET THEM LUMPS
ON MY HEAD AND THAT
CIRCLE THAT INDICATES A
BLACK EYE.

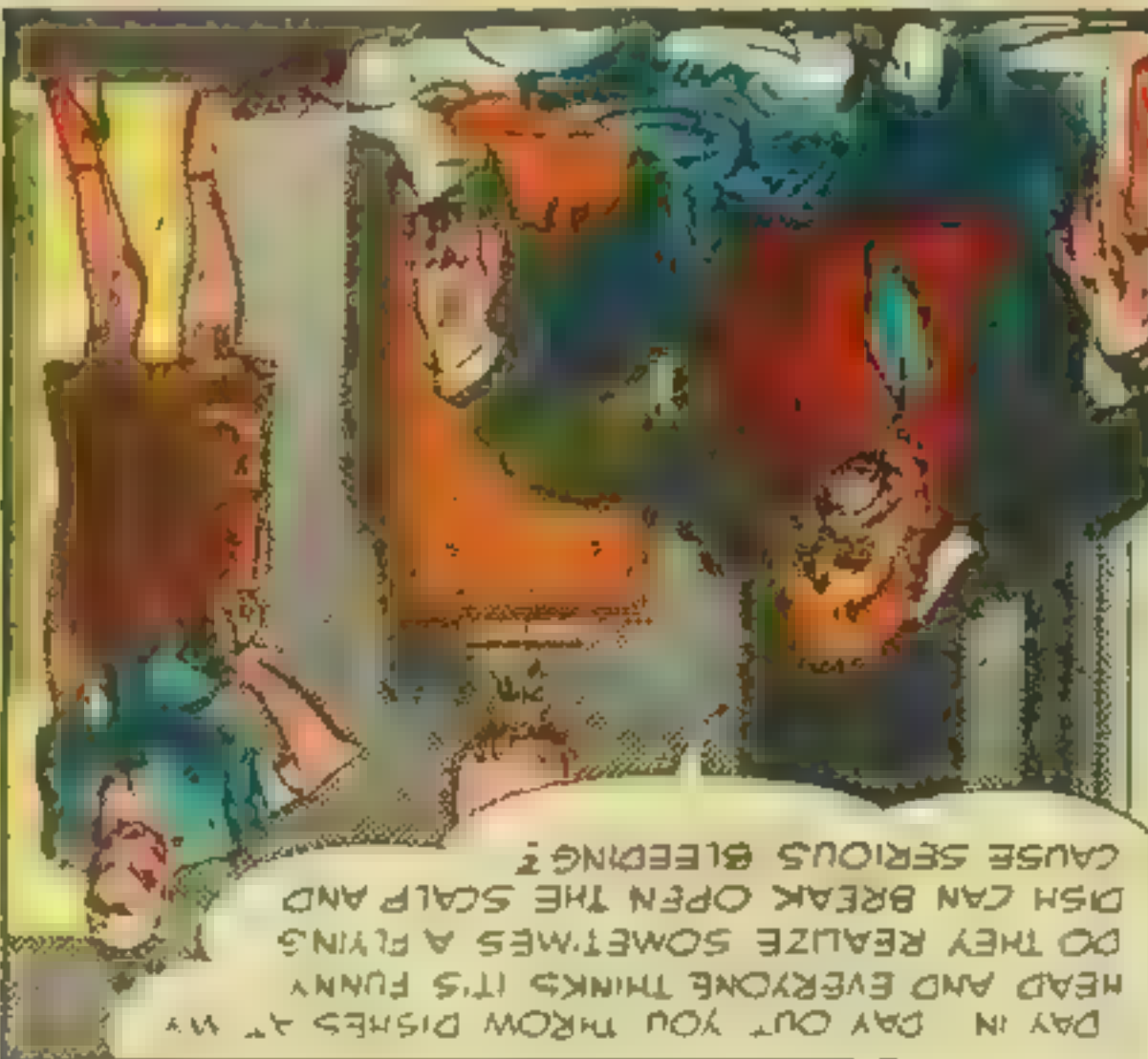


... THEM THINGS AIN'T
FUNNY BY GOLLY; THEM
THINGS COULD INDICATE
A BRAIN CONCUSSION
OR INJURY TO THE
EYE-BALL!

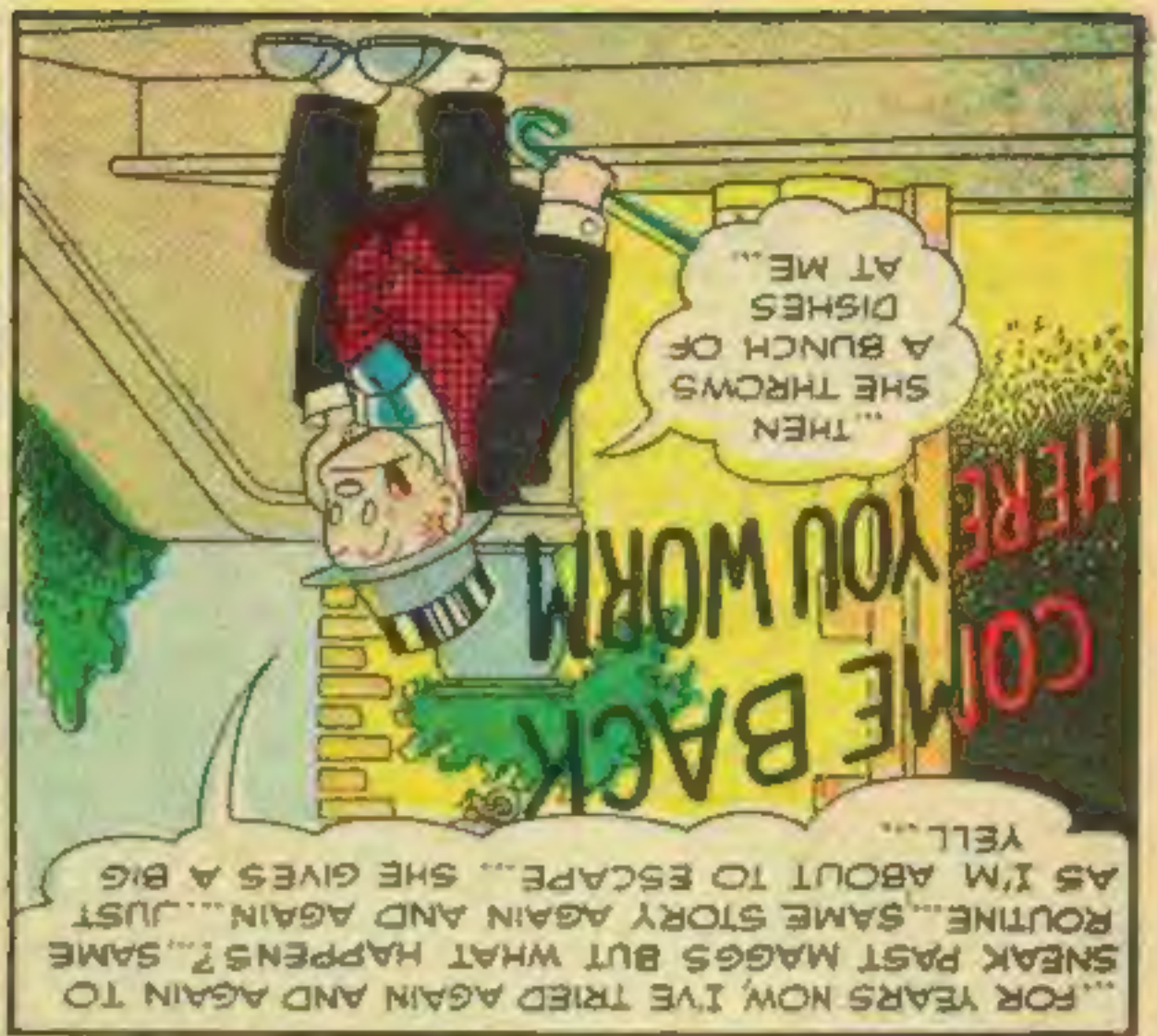


GET UP, YOU WORM,
AND LOOK AT ALL THE
HAPPY READERS
SMILING AT HOW I
KNOCKED YOU OVER
WITH THE DISHES!

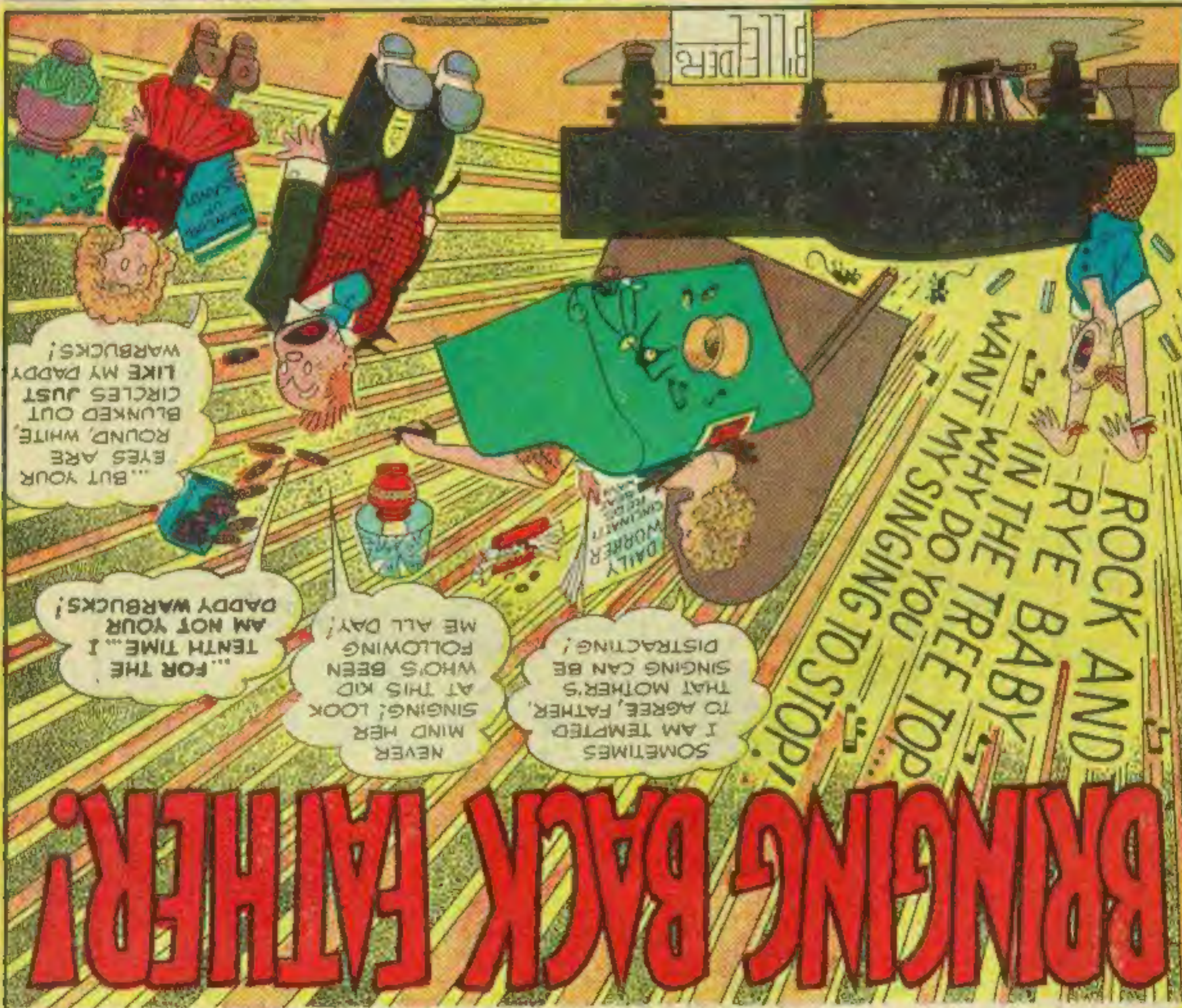
BY GOLLY, MAGGS
THIS ISN'T A VERY
FUNNY MATTER!



DAY IN DAY OUT YOU THROW DISHES AT MY
HEAD AND EVERYONE THINKS IT'S FUNNY
DO THEY REALIZE SOMETIMES A FLYING
DISH CAN BREAK OPEN THE SCALP AND
CAUSE SERIOUS BLEEDING?

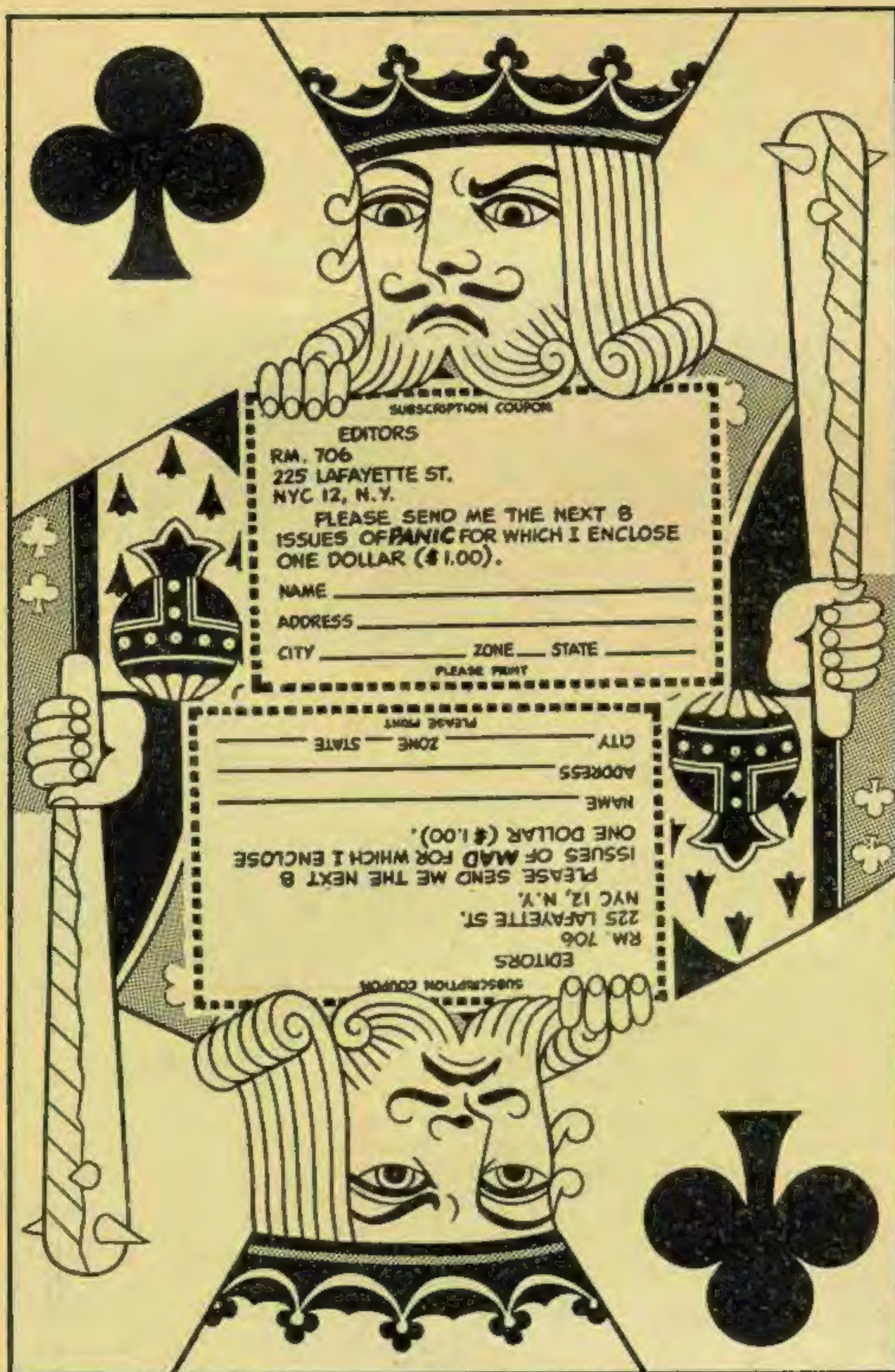


NEWSPAPER CARTOON DEPT.: YOU KNOW... EVERY DAY, PEOPLE LAUGH THEIR HEADS OFF AT THE MOST SERIOUS THINGS, THAT IS, PLenty THINGS WE THINK ARE FUNNY... IF WE TAKE A SECOND LOOK... THESE THINGS ARE VERY SERIOUS!... SOMETIMES EVEN DISASTROUS!... FOR INSTANCE... TAKE THAT COMIC COUPLE... JIGGIE AND MAGGIE IN...



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